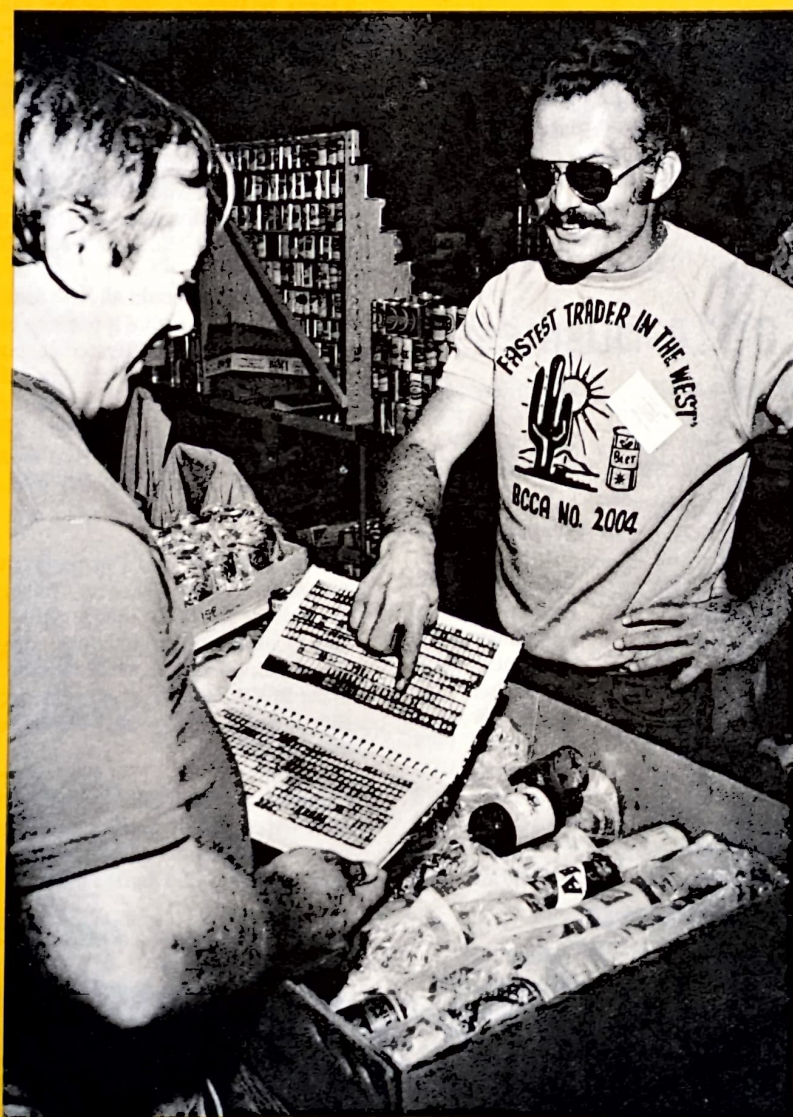


BEEF & AN

COLLECTORS

NEWS REPORT



BEER CAN COLLECTORS NEWS REPORT

The NEWS REPORT is published bimonthly by the Beer Can Collectors of America, 747 Merus Ct., Fenton, Missouri 63026. Advertising is NOT accepted. Subscriptions are available only to members of the BCCA. BCCA initiation fee for persons residing in the U.S.A. is \$5.00 with annual dues of \$12.00. Initiation fee for members living in foreign countries is \$5.00 and annual dues are \$17.00. Of your dues \$3.00 is to cover the cost of your Subscription to the NEWS REPORT. Members joining after Oct. 1 are paid up for the balance of the present year plus all of the following year. Membership application blanks are available upon request. Second-class postage paid at Fenton, Missouri and additional mailing offices.

Editor:	Lonnie Smith #99
Ass't. Editors:	Jim McCoy #136 Jeff Berg #799
Foreign Cans:	Marcella Schinski #3715
Did You Know:	Paul Holsinger #6041
Ask the G. B.:	Don Kurtz #891
Brand Changes:	Jim McCoy #136
Staff Photographer:	Ken Schneider #849
Editorial Ass't.:	Ron Moermond #224
Want Ads:	Bob McClure #104

Conducting BCCA business

President	Jim Thole #410	Manchester, MO
Vice President	Bill Henderson #73	St. Louis, MO
Secretary	Kit Hall #166	Ferguson, MO
Treasurer	Herb Schwarz #1922	St. Louis, MO

BOARD MEMBERS

Marcia Butterbaugh #6560	Phoenix, AZ	September, 1979
Bob Corbett #3235	St. Louis, MO	September, 1979
Kit Hall #166	Ferguson, MO	September, 1978
Bill Henderson #73	St. Louis, MO	September, 1978
Ray Knisley #877	Baltimore, MD	September, 1978
Hal Leeker #843	St. Louis, MO	September, 1978
Dominic Mazzeo #1027	Philadelphia, PA	September, 1978
Al Milnar #818	Gretna, LA	September, 1979
Ron Moermond #224	Denver, CO	September, 1979
Dave Ohlendorf #1603	Granite City, IL	September, 1978
Herb Schwarz #1922	St. Louis, MO	September, 1978
Marcia Sticht #460	Shaker Hgts., OH	September, 1978
Jim Thole #410	Manchester, MO	September, 1978

COMMITTEE CHAIRMEN

Brand & Label Changes	Jim McCoy #136	Denver, CO
Budget	Bill Henderson #73	St. Louis, MO
By-Laws	Jim Henry #1905	Worthington, OH
Convention Co-Chairmen	Tom Houghton #88	Kenosha, WI
	Bob Herrmann #451	Kenosha, WI
Convention Coordinator	Jack Turner #65	Florissant, MO
Chapters	Bill Henderson #73	St. Louis, MO
Composite List	Henry Herbst #70	Shrewsbury, MO
Fair Warning	Larry Maxton #129	Belleville, IL
Historian	Herb Schwarz #1922	St. Louis, MO
News Report Editor	Lonnie Smith #99	Denver, CO
Publicity	Marcia Butterbaugh #6560	Phoenix, AZ
Roster	Hal Leeker #843	St. Louis, MO
Supplies	Ron Andrzejczek #157	St. Louis, MO
Want Ad Bulletin Editor	Bob McClure #104	Columbus, OH

PRESIDENT'S MESSAGE

First, I want to congratulate the North Star Chapter for putting together another successful Guzzle 'N Twirl this past November—my wife and I really enjoyed the weekend. If you're looking for some good trading, good guzzling, good twirling, and good people—in short, just a darn good time—then I suggest you reserve the second weekend in November to head on up to Minneapolis-St. Paul. The only bad part was having my name drawn out for the very first attendance prize. It wasn't rigged either—really!

In my first two months as president, I have received numerous letters from non-BCCA members describing this unusual "freak" can they have, and how they are willing to part with it for the right price. For the sake of our younger collectors especially, let me remind you in capital letters that freak cans are ABSOLUTELY WORTHLESS!! I repeat, with my left hand on a 6-pak of Padre's, they are not valuable cans. Thousands are accidentally (and *purposely*) made every day—they are *not* rare.

So don't let some unscrupulous rip-off artist with a few freak cans take you for your best flat-tops (or worse yet, big bucks). Yes, some collectors still do collect them, but by and large, most collectors are getting less and less interested in them. In fact, most collectors I know wouldn't have one on their shelf. For a more thorough discussion on freak cans, I refer you to an article on page 25 of the March 1976 News Report.

By this time you should all have sent in your 1978 renewal dues. If not, don't forget that it must be in by February 1 if you want your name in the 1978 Roster. It should be noted that there are about twenty 1977 members who didn't get a renewal card, and for a very good reason. The Board of Directors, at its October meeting, approved a motion that all members still on the Fair Warning List in the Want-Ads would not be invited back for 1978. This is a standing policy that will be followed from now on. Who needs 'em!

On the brighter side, I'm happy to announce that "one of America's all-time great beer drinkers" has just joined our club as member #16000—that's right, Billy Carter himself. We mailed him a complimentary copy of our November News Report, along with a special invitation to join us easy-going guys in the BCCA, and in three weeks, we had his application. Guess Billy knows a good thing when he sees one, right? Welcome to the club, Billy!

I suppose you all think that the Mardi Gras is THE big event in New Orleans. Not so, beer can emptiers! I've been told that's only a warm-up for the following weekend, when the annual Southern Mini-Convention takes place. See ya at the party.

Jim Thole #410
President, BCCA

P.S.

In the last column, I inadvertently attributed the KC Convention bid for St. Louis in 1980 to the Gateway Chapter—I should have said the "Greater St. Louis Area Chapters" instead. The Bluff City, McDonnell-Douglas, Valley of the Flowers, and Van Dyke Chapters did their fair share to support the St. Louis bid also. Sorry guys!

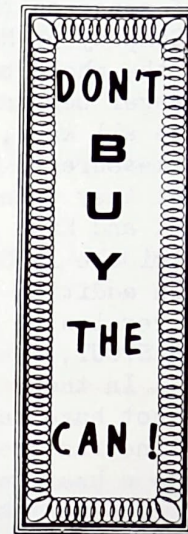
DUES

January 1. That's right. January 1 your BCCA dues were due. If your dues are not received in Fenton, Mo. by February 1 your name will be dropped from the membership roster of the BCCA. We do want each of you to help us continue our leadership as THE beer can collecting organization. Again, if you fail to have your 1978 dues of \$12.00 in the BCCA office, 747 Merus Ct., Fenton, Mo. 63026 by February 1 you will no longer be a part of the BCCA. This means no more News Reports (who's going to keep you up-to-date on new cans?). Conventions (all the fun), Want Ads (the place for great trades), or membership roster (and your name will be missing).

ABOUT THE COVER

As we put together the News Report, a constant worry is "what do we have for the front cover". Sometimes we just can't come up with much. This issue has been most difficult.

Finally gave up and choose a subject we all like to relate to, that being a friendly trade. Photo is Gene Migliori #2004 and Walter Goodrich #164.



★★★★★★★★★★

KEEP AMERICA

BEAUTIFUL

COLLECT

BEER CANS

★★★★★★★★★★

#16,000

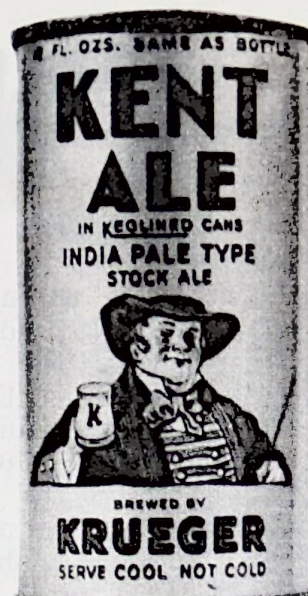
BCCA number 16,000 was recently issued to Billy Carter after receiving his application. Bet he has a few Billy traders available.

CONTENTS

Can Close-up	4
Financial Statement	6
Did You Know	7
Trade Sessions	8-9
Chapter Brewings	10-11
Foreign Brand Changes	13-16
New Horlacher Can	19
Where to Buy	20-23
Calling Cards	24-25
On to Milwaukee	26
Old ad	27
Letters to the Editor	28-29
Brand Changes	32-37
Can Codes	38-39
Supplies	41
Board Reports	42
Application	43
Canversations	46-47

Can Close_ Up

by Bill Christensen #33



All beer can collectors should keep a warm spot in their hearts and plenty of space on their shelves for the products of the Gottfried Krueger Brewing Company of Newark, New Jersey. Krueger's were, after all, the ones that got the whole ball rolling, and without them we might not have a hobby. From a meager beginning in 1933 (really getting under way in 1935) canned beer, as we all know, took a larger and larger share of the market, thanks in no small measure to Krueger's marketing efforts.

At first they canned only BEER and CREAM ALE, but later in 1935 they added BOCK and KENT ALE, the lovely old can shown here.

In the middle 1930's Krueger's product mix was much broader than in later years. In addition to FINEST BEER, SPECIAL BEER, CREAM ALE, BOCK, and perhaps an early version of AMBASSADOR, they also bottled such exotic brews as KRUEGER'S STOUT, SURREY PORTER, LORD ESSEX STOUT, BOAR'S HEAD ALE, and KENT ALE. In those days New England and the Middle Atlantic States were a ready if not huge market for the heavier, English style brews, and the Krueger line ran the gamut of flavors. KENT ALE was an India Pale Stock Ale, quite a heavy and dark beverage by today's American standards. Note that the can even states that it should not be served cold!

The can is remarkable in that it was one of the first if not the first canned brand to become obsolete. It was shown in the 1936 Fortune Magazine photo but vanished shortly thereafter; it was pulled from the market in the middle of 1936!

Evidently sales were not large enough to justify tying up Krueger's only canning line to fill a relatively unpopular beverage. Apparently it was dropped from the market even before the initial shipment of cans from American Can was depleted because a few cans are known which have a type of lid used a few years later, suggesting that some leftover cans were filled in around 1937-1938.

The can itself is gold with a lime green brand name. The smiling drinker holds a mug with a K-man on it. The side panel shows the early full length can opener and has PATENT PENDING (singular) at the bottom, indicating that the printing plates were probably made in the middle of 1935 before the seam patent was even applied for.

KENT ALE continued to be bottled for a number of years, finding a small but steady audience. I have seen three different bottle labels for this brew. The 1941 Sixteen Ounce conetops of Krueger beer and ale list Kent Ale among the products at the bottom, but, by that time, it was available in bottles and on draught only.

By 1961 Krueger itself was a thing of the past, tho a few of their brews are still produced in Cranston, Rhode Island. Unfortunately, the new owners have evidenced no desire to revive Kent Ale. At any rate, it's a handsome old New Jersey can that looks nice sitting on my shelf between Keller's and Kentucky ML.

Beer Can Collectors Ten Commandments

by Bill Heichel #3635

1. I am the can, your container, thou shalt not have strange containers before thee.
2. Thou shalt not take the name of the BCCA, thy national club, in vain.
3. Remember to keep open Convention week.
4. Honor thy cone top and thy flat top.
5. Thou shalt not kick the can.
6. Thou shalt not pretend to own rare cans thou dost not have.
7. Thou shalt not steal, even a current Budweiser!
8. Thou shalt not place a 1-1 can on a 5-1 pillar.
9. Thou shalt not covet thy neighbor's cold beer while thou sitteth there dry at the next table.
10. Thou shalt not covet thy neighbor's trading stock even though it's better than your whole collection.

Amen

From the New Haven Register, New Haven, Ct.



"WHY DID YA BUY THIS BILLY CARTER BEER?...YOU KNOW I'M REPUBLICAN!"

Beer Can Collectors of America

SUMMARY OF RECEIPTS AND DISBURSEMENTS FOR FISCAL YEAR ENDING 9-30-77 (Excluding Convention Account)

RECEIPTS:

New member dues	\$ 57,408	
New member fees	10,130	
Renewal dues	72,980	
Sale of supplies	12,023	
Sale of Beer Can Guides	10,854	
Sale of THE BEER CAN	4,240	
Sale of Want Ads	1,317	
Interest on savings account	2,262	
Royalties on BCCA publications	4,700	
Other miscellaneous revenues	<u>465</u>	\$176,379

DISBURSEMENTS:

Cost of printing Beer Can Guide (less \$3,750 deposit paid in F/Y 1976)	21,250	
Other expenses on BCCA publications	4,667	
News Reports	34,249	
Want Ad Bulletins	11,043	
Membership rosters and updates	32,714	
Computerization of beer can composite list	1,808	
Cost & expenses related to supplies sold	4,654	
Cost & expenses related to new member materials	13,528	
Stationery and office supplies	1,653	
Office rent	3,500	
Other office expenses	7,825	
Paid clerical services	16,217	
Other printing and postage expenses	7,529	
Legal fees	1,581	
Office moving & board room addition	3,986	
Insurance and other miscellaneous expenses	<u>4,288</u>	<u>170,492</u>
Excess of receipts over disbursements for the year		5,887
Beginning cash balance at September 30, 1976		<u>(2,583)</u>
Ending cash balance at September 30, 1977		<u>\$ 3,304</u>

Kit Hall

Kit Hall #166
Treasurer, BCCA



DID YOU KNOW ?

by Dick Rausche #526

Breweries and distilleries were among the first industries to attempt the metric conversion and it appears that they are having as much difficulty adapting as the rest of us.

Eastern Brewing of Hammondton apparently had trouble making up their minds on the Steinbrau Malt Beverage can and made two different versions before they decided how it should be done.

The first can said, "Net Contents 12 Fluid Ounces 354 ml". then they changed their minds, left out the word "Net", left in the dash, abbreviated, added parentheses and changed the metric system, thus: "Contents 12 Fl. Oz. - (340.9 ml).

Finally, they rounded it out and removed both the dash and the parentheses, thus: "Contents 12 Fl. Oz. 341 ml".

And they expect us to learn celsius degress and kilometers?

Thanks to Spike Foge #813 for this information.

Did you know that "BILLY" Beer as shown on the cover of the November News Report is different from the actual can? The very obvious difference is in the signature. The pictured can has a very large and diliberate script, whereas the actual can (by Falls City) is small and sloppy. Will the real Billy Carter please stand up?

Another very small change is in the Old Milwaukee can. The latest can has dropped the copyright date of 1975, and the city lettering is slightly different.

This column next issue will have an new editor, due to my lack of proper attention. A decision has been made and your new editor is already working on the March column. It will have a new concept, improved of course, and I'm sure you all will be satisfied.

Best in '78

Dick Rausche #526

The new editor of this column is Paul Holsinger #6041. Paul asked to help the BCCA in some capacity more than two years ago. About 10 members responded to Dick Rausche expressing an interest in the job. Thanks to each.

Lonnie Smith#99, Editor

A Little Rust Never Hurt Anybody

The Emporium of Opportunities

Putty Little Advertisements that are Interesting, Instructive and Profitable to Read, for they put you wise to the newest and best in the market and keep you in touch with the world's progress.

- Jan 22 Regal; Ft. Lauderdale, Fla.; Bill Farrell #3763 or Tom Ashton #13,537
- Jan 26 Gateway; St. Louis, Mo.; Warren Taylor #175
- Jan 28 Three Rivers; "5th Annual Jan. Session"; Ft. Wayne, Ind.; Al Brand #1336
- Jan 29 Silver Foam; Jackson, Mich.; Ken Hawkins #6830 or Paul Robinson #5813
- Jan 29 Windy City; Cicero, Ill.; Ron Jones #1236
- Feb ? Wes-Tex; San Angelo, Texas; Alex Schwertner, Jr. #3094
- Feb 3 Heart of Illinois; Peoria, Ill.; Tobi Harms #586
- Feb 4 A-1; Phoenix, Ariz.; Marcia Butterbaugh #6560
- Feb 10-11 Mardi Gras; "Mardi Gras MiniConvention"; New Orleans, La.; Phil Repath
- Feb 12 Prison City; Joliet, Ill.; Bob Scheidt #8949 or Jim Mitchell #1546
- Feb 12 Keystone; Reading, Pa.; Sid Sobiesiak #14,199
- Feb 25 Buckeye; "4th Annual"; Toledo, Ohio; Dick Adamowicz #344
- Mar 11 Sunshine; Tampa, Fla.; Ron Magin
- Mar 12 Coal Cracker; Wilkes Barre, Pa.; Dave Thomas #9777
- Mar 12 Blue Room; DeKalb, Ill.; Rich LaSusa #609
- Mar 17-19 Queen City; "Luck-of-the-Irish Mini-Can"; Cincinnati, OH; L.Cline #8481
- Mar 19 Big Red; Lincoln, Nebraska; Fred Davie #742
- Mar 31-Apr 2 Keystone; "Spring Thaw Thing"; Lancaster, Pa.; Emil Skala #11,771
- Apr 2 Windy City; Cicero, Ill.; Ron Jones #1236
- Apr 8 Garden State; "Superswap II"; Princeton, N.J.; Bob Taylor #822
- Apr 6-9 Western States MiniConvention; Las Vegas, Nev.; C. Grumblatt #12,451 per
or V. Peyser #3016
- Apr 15 Genesee Valley; Rochester, N.Y.; Rick Hoppe #754
- Apr 22-30 Bofferding; Tour to Germany; John Ahrens #9
- Apr 22 Heart of Illinois; Henry, Ill.; Al Otto #1243
- Apr 23 Pioneer City; Marietta, Ohio; Roger Kirkpatrick
- May 6 Simon Pure; Dunkirk, N.Y.; Dick Rausche #526
- May 13 Johnny Appleseed; Mansfield, Ohio; Paul Ladefoged #39

- May 20-21 Southern Tier; Deposit, N.Y.; Marie Lillie #2590 or Pete Hempstead #689
- June ? East Coast Swap; Asbury Park, N.J.; Ken Roth #4945
- June 10 Sunshine; Ft. Lauderdale, Fla.; Bill Farrell #3763
- June 11 Coal Cracker; St. John's, Pa.; Dave Thomas #9,777
- June 11 Blue Room; DeKalb, Ill.; Rich LaSusa #609
- June 11 Keystone; Harrisburg area, Pa.; D. Krantz #10,227
- June 17 Genesee Valley; Rochester, N.Y.; Rick Hoppe #754
- June 24 49er; "3rd Annual Rogue River Rooster Crow"; Palmerton Park; Warren Hardaker
- June 25 Windy City; "5th Annual Picnic"; Joliet, Ill.; Ron Jones #1236
- July 7-9 Ohio MiniConvention; Dayton, Ohio; Bob Kates #1493
- July 15 Cowboy; "4th Annual Sheepfest"; Ken #849 or Jeff #799
- July 29-30 Simon Pure; "Super Swap V"; Buffalo, N.Y.; Dick Rausche #526
- September 21-24, 1978 CANvention VIII in Milwaukee
- September, 1979 CANvention IX in Phoenix
- September, 1980 CANvention X in Hershey

Only the sessions through July 30, 1978 have been listed. If your chapter has plans for August-December, send them to me on a postcard and they will get in the Mar-Apr issue.

Whitey Hitchcock #6199
P.O.Box 633
Norris, TN 37828

DONATIONS WANTED

The BCCA is starting a library of beer related books. This library will be housed in the BCCA office and will be for research and historical purposes. Naturally we would like to receive as many donated titles as possible. Perhaps you've ended up with two copies of some book, or no longer use a particular book. We now have two books. The two BCCA publications. We need all the rest. So, how about it? To avoid excessive duplication (we can use 2-3 copies of some books, but not 18-19!) please write first to let us know which books you can spare. Please write:

Bob Corbett #3235
414 Summit Ave.
St. Louis, Mo. 63119

THANKS!!!!!!!

Chapter Brewings

by Jim McCoy #136

A collection of this 'n' that taken from recent issues of BCCA chapter publications and newsletters. Contributions are welcome and can be accomplished by sending your chapter's mailings to Jim McCoy #136.

REPORT FROM THE PHILIPPINES.

One day while strolling through the jungles of Bataan in the Republic of the Philippines, an A-1 Chapter member (a long way from home) stumbled upon an old pillbox with rusting metal all around. The jungle rains and such are a very hazardous environment for the beer can, but somehow through some miracle of preservation, there sat one case of green olive drab Balatine flats that some GI or whatever had drank some 30 odd years ago, laying within an old ammo box. Their condition—the same as when they were consumed in the 1940's. But all those collectors will have to wait until this member returns to the states some year or so from now!

A-1 Chapter

ROOTS

Beer is one of the oldest brews known to man. The word beer might have originated from Hebrew. The Hebrew word for grain contains the language root "Bre". The Saxon word for barley is "Bere", and it seems quite natural that from here, the Germans should have come to "Bier", the French "Biere", and the English "Beer"

Goebel Gang Chapter

FUNNY THING IS, HE WORKS FOR RAND—McNALLY!

Our August business meeting was at Bob Shoemaker's house in Hawthorne. We never got around to publishing the map that Bob sent, but that's O.K. because it didn't work anyway. Take it from an editor who spent an hour lost in the wilds of Paterson—if Columbus had followed this map he probably would have fallen off the edge of the world.

Garden State Chapter

THE MORNING AFTER.

Among the hundreds of purported hangover remedies is the strange notion that downing more beer in the morning will make your post-blast day a bit better. Something about the yeast restoring vitamin B or something. Well, it beats swallowing a raw egg or the eye of a newt ...

Bullfrog Chapter

WHAT'S IN A NAME?

This year's Bofferding Chapter contingent had another great tour of Germany. The Bofferding Chapter is an at large chapter devoted to going abroad and returning as many beer cans home as possible. The chapter is named for the first beer can collected on the first trip in 1976, Bofferding Beer, which was collected on the plane flight to Europe by Carl Behrens #375.

Bofferding Chapter

THE WONDERS OF MERCHANDISING!

A hot seller in the beer business these days is the so-called light, or low-calorie, beer. With the light beers, you get about a third less calories. So when you drink a six-pack, you're actually drinking a four-pack, in calories.

Low calories beer usually costs more than regular beer. However, basically, the light beers are made by reducing the amount of alcohol and increasing the water content.

So what happens is that you get less beer, but you pay more. Genius.

Greater Delaware Valley Chapter

SURE, THAT'S EASY FOR YOU TO SAY!

I have a can opener that can open any can faster than any can opener that can open any can can open.

Packer Chapter

SMELLY CANS!

The following story is a true one, no kidding! While doing a little trading one day last summer with one of the kids about 12 years old, from the neighborhood, I noticed that the cans he was showing me were kinda sticky and had a peculiar smell (like maybe a mixture of stale beer and perfume). So I asked him "Why don't you wash these things before you go out and trade them?" He replied, "My mom gave me heck because they were smelling my bedroom so I sprayed them with Right Guard." Enough said.

Badger Bunch

MINT VS. RUST

Just yesterday I got the Buckeye Report and in it was an interesting article on types of collectors, pros and cons of the "mint collector". Pat Frawley commented in the May issue of the National News Report that the future of can collecting lies in mint cans. In a letter to Dick Adamowicz, Fred Wolpe #7413 disagreed saying the future of collecting lies in dump cans. In a way, I agree with Fred because it's been by experience that 95 out of 100 collectors respect the dented, rusted dumper simply because it will be an addition to their collection. Without these people a lot of the enthusiasm would die. These are the people who help keep the hobby a hobby. Now, I must turn around and tell you that I am one of those mint collectors. To me, it is a way of specializing and controlling the size of my collection. Knowing that I will never get *every* can of the past, it doesn't bother me to be without an oldie in dump condition. I get more of a kick out of "keeping up with the currents" than getting old cans; but, I respect the collector of dumpers, and believe the future of the BCCA as it was originally intended lies in his hands.

Johnny Appleseed Chapter

BUT IT HURTS AT ANY AGE!

"You are still young if the morning after the night before makes the night before worth the morning after."

Big Beer Brotherhood

THIS MONTH'S SAGE SAYING FROM BEN PENN'S RUSTY RICHARD'S ALMANAC IS:

This month's sage saying from Ben Penn's *Rusty Richard's Almanac* is: "There are three faithful friends—an old wife, an old dog, and an old beer can collection"

Greater Delaware Valley Chapter

I'LL HAVE A CREAM OF BUDWEISER, PLEASE.

There was once a local ordinance in a Nebraska town declaring it illegal to sell beer in a tavern unless the tavern was simultaneously cooking soup.

Bullfrog Chapter

MORE ON THE PRESIDENTIAL SERIES.

The President series from Falstaff et al offers real possibilities. I can hardly wait until we get the Nixon can, which will have leaks all over it, of course. Or the Lincoln can, an extra tall skinny one, in contrast say to the Chester A. Arthur short and squatty version.

Big Beer Brotherhood

AND YOU COULD DIP THE RUSTY ONES IN OXALIC ACID!

There is one other group I wish could be added to the new Brickseller's Endangered Species series. Can Merchants!

Packer Chapter

CAN RUSTORATION TIPS!

The Mugrage formula for cleaning cans: Spread or pile your find of dumpers on your backyard lawn, in an open area. Let set for two average rain storms. After second storm leave sit in sunny weather for from two days to four weeks, depending if you like the faded look or not. Cans are now washed, dried, and ready for the shelf.

This same method can be used on mint cans to put a fine coat of RUST on them. This usually takes at least four weeks, unless you live in the state of Washington where rain is almost a daily occurrence.

Big Beer Brotherhood

WONDER IF A PROTEST HAS BEEN FILED WITH BOWIE KUHN?

Hudepohl Beer Cans that were put out to commemorate the 1976 World Series have an error in the score that should add to their popularity as a collectors' item. The cans have the wrong score for the fourth game of the series. The can says 7-3, actual score 7-2.

Johnny Applesseed Chapter

FOR THOSE WHO DON'T DRINK

Beer is a splendid hair rinse! Stale beer, poured in containers buried to ground level, is an irresistible magnet for garden slugs, that crawl in and drown. Plants love beer. Since it is a fermented product using grain and yeast, it ranks as food. It contains good measures of carbohydrates, proteins, vitamins, minerals, diastase, maltose, protease and zymase. Orchid growers feed moderate amounts of beer to their plants to obtain exceptional results in size and durability.

Lake Erie Chapter

SOME THOUGHTS ON A NATIONAL CONVENTION:

Why can't I rent just a bathroom? Nobody sleeps anyway and the only thing that bed is good for is displaying traders. I think I'll propose that at the next Board Meeting, although since the tub is full of ice anyway, all I really need is a john, right Harry? What does that alarm and red "OVERWEIGHT" light on the elevator mean now that you just got on?

Hey, is your room open now? You're sleeping? OK, I'll come back in an hour.

Why eat? There's free beer in 1118 and Hershey is giving away free kisses in 2527!

The police closed our hospitality room because we weren't hospitable? Well, I offered them each a beer on my way out.

Why is this nine-hour return trip so much longer than the nine-hour trip down?

North Star Chapter

NEW FEATURE AT MEETINGS

We decided to come up with a can education feature at our meeting, kind of a show and tell. If you find any unusual differences in cans that you may think others have not noticed, bring them to the next meeting and show them. I'm sure there are many look alike cans going unnoticed to alot of collectors no matter how large of a collection they have. For example the White Millers can, how many know there are 3 different ones? The big difference is the word MILLER is in three noticeable sizes. How many know of a fourth one? True, the one with small MILLER on back of can "MILLER HIGH LIFE" in gold on one, and red on the other. Do you have a show & tell for our next meeting?

Buckeye Chapter

SPEAKING OF BRICKSKELLERS ...

Why did we all hurry out to buy beer at \$9.50 or more a case (the price of Michelob), when the cans don't trade much better (than Michelob)?

Olde Frothingslosh Chapter

MAYBE THEY LIKE TO DRINK!

A group of sixty employees have purchased Doran's Northern Ontario Brewery which was formerly owned by Carling-O'Keefe. Do you suppose they are attempting to insure job security?

Hawkeye Chapter

JAPANESE GIVE UP SAKE FOR BEER.

Tortured this summer by the hottest weather of the decade, Japanese by the millions sought relief in a way well known in America. They went to the refrigerator and got a cold beer. Sentimentally, Japan's national drink is sake. But in the practical world of modern business, beer has taken over in the postwar era as the country's favorite alcoholic beverage.

Bullfrog Chapter

WHAT A WAY TO GO!

Timmy Dougherty worked at the brewery and drowned in a 1000-gallon vat of beer. So the foreman made it his business to come to the house that night and break the news to the window. He said, "Steady, girl. Your man Tim drowned this afternoon in a 1000-gallon vat of beer." She said, "Dear me, the poor boy, he never had a chance." The foreman said, "Well, not exactly, He had two chances. Twice he climbed out to go to the bathroom."

Greater Delaware Valley Chapter

WORTH LOOKING INTO!

Chapter members might want to investigate the possibilities of insuring their collections. One chapter member was recently "ripped off" only to discover that there was no coverage under his homeowners policy. As far as coverage is concerned, you can submit inventories and get off cheap or submit nothing and pay through the nose. It is reported that one member spent five weeks completing an inventory of his collection that was acceptable by his insurance company.

Hawkeye Chapter

"DON'T FLICK YOUR BIC"

Pen that is. Use it for a canopener, when in a pinch. Place can upside down. Put pen tip to can, and hit pen with palm of hand. (Aluminum cans only) It works, really. Just ask any B.B. officer especially John Weisling, he did it. (2 times) We are not writing testimonials for Bic but the pen still worked after the second can. So the moral of this story is...When in a pinch don't flick your Bic, hit it.

Badger Bunch

NEWSFLASH !!!!!!!

Canadian scientists, after injecting rats with large doses of beer and conducting extensive tests, report that the rats became exceedingly drunk.

Packer Chapter

THEY GAVE IT A GOOD TRY!!!

And how 'bout a hand for those lovable Cowboys from Casper, Wyo. who are so easy to like, but drew only 38 votes. They put added meaning to the title, "Casper The Friendly Ghost".

Olde Frothingslosh Chapter

CAN YOU HELP BILL HENDERSON OUT?

Got an interesting idea from Bill Henderson. He has a wall in his basement devoted to 5x7 pictures of breweries. White frames for the breweries still in business, black for the breweries not. He also will send a picture of a brewery you don't have if you send him a negative of a brewery he doesn't have. Not a bad idea.

Big Beer Brotherhood

WHAT DO YOU WANT FOR THOSE MUDEFLAPS?

Two Pittsburghers, Dave haberman and Will Hartlep recently traveled all the way to a Cleveland trading session only to trade with each other. If that isn't unusual enough, the trade was ... four Brickskellar scenes to Dave for two vent window air deflectors for Will's Bronco.

Olde Frothingslosh Chapter

HERE'S A PIECE OF LOGIC!

When you drink beer you get drunk,
When you get drunk you go to bed,
When you go to bed you go to sleep,
When you go to sleep you can't commit sins,
When you don't commit sins you go to heaven,
So let's all get drunk and go to heaven.

Three Rivers Chapter

Beer drinkers see the light

Not so long ago the figure-conscious beer drinker didn't have much choice. It was either drink and be portly or don't drink at all and be miserable.



There was a third choice, light beer, but it wasn't much of a choice. A couple of brands have been around for several years, selling modestly, and with good reason. Lately, though, the light beer field has expanded to include a variety of brands made by major brewers.

The light beers usually contain 95 to 97 calories per 12 ounces, or about one half to one third the calories of regular beers. They also have far fewer carbohydrates, from .2 to 5.5 grams per 12 ounces, compared to regular beers which, generally speaking, contain between 10 and 12 grams.

But that's enough about calories and carbohydrates. Let's proceed to the important question: which of the available brands tastes worst?

There seems to be some controversy about this. Some beer drinkers maintain all light beers are fit only for use as hair rinse. Others claim that certain brands are more undrinkable than others. Among the latter there is disagreement about which brands are fouler than the rest.

In the interest of shedding a very small ray of light on the situation, five people assembled Tuesday night to taste and rate six light beers: Gablinger's Extra Light, Gablinger's, Anheuser-Busch Natural Light, Narragansett 96, Miller Lite and Schlitz Light.

The participants have all, at one time or another, evinced a profound interest in beer. However they were chosen for this experiment not so much for that reason as for their availability on the night in question. They included the former cheerleader, who tasted her first Bud in a parked car on Wollaston Beach Boulevard in 1965; the old Brown man who spent four satisfying years living in Cranston, in the shadow of the Narragansett brewery; the self-styled expert on

everything, including beer; the best dressed man of 1958, who claims to have total recall of every glass of beer he's drunk since September of that year; and your faithful typist, who came to beer late and is making up for lost time.

We tasted and rated each beer individually and then, to test our perceptions, four of the five, under the former cheerleader's direction, participated in a blind tasting. The ratings that came out of the first tasting were, by and large, the same as those gleaned from the blind tasting, confirming the opinion that some light beers are definitely more nasty tasting than others.

Four out of five tasters pronounced Gablinger's Extra Light worst by far. There was one holdout for regular Gablinger's. Comments ranged from a diplomatic "lacking in substance" to a straightforward "vile." It was compared unfavorably to carbonated swamp water and 3.2 beer. Even the can, an orange item adorned with a silhouette of two drinkers, came in for some abuse. "You expect to find orange soda in a can like that," said the self-styled expert on everything. "And after you taste it you're disappointed that you didn't."

Four out of five also rated Gablinger's regular light, in the brown can, as second worst. The best dressed man of 1958, who had named it worst, put Gablinger's Extra Light in the number two spot. The old Brown man said he was offended by Gablinger's "strong molasses flavor." The former cheerleader thought it peculiarly flat.

All five tasters ranked Anheuser-Busch Natural Light third worst. "As offensive as Gablinger's only fizzier," said the former cheerleader. "Tastes like old Prell," said the best dressed man of 1958. "The malt beverage equivalent of a McDonald's shake," said the self-styled expert on everything. "All texture. No taste."

There was disagreement about the fourth and fifth worst slots. Three tasters put Miller Lite fourth and Schlitz Light fifth; two tasters did just the opposite. Everyone agreed the two tasted alike, not bad but watery, an opinion borne out in the blind tasting.

All five participants agreed on the least worst, or best, of the lot, Narragansett 96. "This is the closest thing to real beer I've tasted in a diet beer," said the old Brown man, whose idea of real beer, it must be noted again, is regular Narragansett.

Our overall consensus and the conclusion of the experiment? There's nothing like the real thing. But we knew that before we began.

THE BORN LOSER



Foreign Brand Changes

13

Mercella Schinski #3715

We don't have a great number of countries represented in this issue but my foreign correspondents did report on countless changes and/or additions. Many accolades to; Bernadette Whelan [8600], Scott Oglesby [6169], Charley Burger [9390], George Hansen [14305], Torbjorn Ekman [8520], Darrold Bus-sell [360], Christer Idstrom [5179], Rick Saa [10450], Alan Shader [9443], and Joseph Schaffer [13009].

Space does not permit in depth reporting on all the new cans from Sweden, therefore if the label is identical other than for the class or some word changes I will list the brand, brewery & location. If a specific brand has something noteworthy the can may be photographed and/or described.

1. Abro Export Beer III-Abro-Vimmerby, Sweden. Striking can in 2 shades of gold with black lettering and gold crown logo in the center of this 45cl can.
2. Big Barrel-Cooper & Sons Ltd.-Burnside, South Australia. A totally new designed 370ml brown can with yellow oval and red lettering.
3. Firell Malt Beverage-Hurlimann-Zurich, Switzerland. All silver 33cl can with flashes of red and gold, with black lettering. This can also has British and U.S. contents on it. Latest report; now in bottles only, Carlsberg International Beer II-Pripps-(Sweden). 45cl.
4. Courage Draught-Courage-Melb., Australia. Snowy Mountain Souvenir Ski can having the standard brown barrel on the can front without the rooster, with Courage in red, and Draught + 370ml in black on this white can. [Back shown only].

Dart Morkt Extra 01 II-Pripps-(Sweden). 45cl

Dinkel Acker CD-Pils-Dinkelacker-Germany. CD-Pils appears at the bottom of the 5.0 barrel.

Dortmunder Kronen Pilskrone-Dortmunder -(Dortmund, Germany). It's a play on words with the same green, white and red label in the center of this 5.0 barrel as is on the Dortmund Kronen Pils 5.0 barrel.

Falcon Beer 01 Klass II-(Falken)-Falkenberg, [Sweden]. 45cl.

Falcon Gold 01 Klass II-Falcon-Sweden. 45cl.

Heidelberg. Several changes have occurred to this label in the near recent past, although the basic label & color combinations remain the same. All cans are the 12 oz. size. a) Carling-Montreal, Canada.-Choicest Hops & Malt & Pure Spring Water are in the bottom ¼ of the gold oval. b) Carling O'Keefe-Toronto, Waterloo, Canada.-Choicest Hops & Malt are in the bottom ¼ of the gold oval. c) O'Keefe-Montreal, Quebec, Canada.-Slow brewed from choicest hops & malt are in the bottom ¼ of the gold oval. Bi-lingual language appears on all 3 cans.

Heineken Premium Quality 01 Klass II-(Heineken)-(Sweden). 45cl.

Hurlimann Stern Brau IIB-Abro-Vimmerby, Sweden. This 45cl can is an exact look alike for the Swiss "Hurlimann Spezial Bier" can. This can is so new, yet already obsolete.

5. Kess Kolsch-Aetien -Dormagen [Germany]. This label contains the 4 glasses of beer as did the previous can, but they are now encircled in green with German wording at the bottom of this white, c/s, 0.33l can.

Lemonade Shandy
Limeade & Lager } (Naafi)-London, [England]. Some foreign collectors are not particularly interested in shandy cans, but for those of you who are

I wanted to call your attention to these two. They are made just for the British NAAFI and sold only at the PX, which I felt made them more desirable to a collector.

6. Light-Compania Cervecera-Nicaragua. If this 0.355 silver can reminds you of another can, it should. It's another look alike for a U.S. can-but this time it's the Miller Lite can.
Lowenbrau Special-Compania Cervecera-Nicaragua. This 12 oz. can is sure to make a foreign collector think they are looking at the Lowenbrau Export can from Germany, as the colors and the basic label are quite similar, but upon comparison there is a world of difference.
Molson Stock Ale-Molson's-Toronto, Barrie, Ont.. Same basic label & color combination but Brewers Since 1786 now appears directly above the anchor. There is no anchor with The Original "Blue" directly below the anchor. There is no longer any wording at the top of this 12 oz. can.
Moosehead Premium Ale-Moosehead-Saint John, N.B., Canada. Same basic red and gold label but Premium Ale has replaced the words Pale Ale. The word Biere now appears above "Moosehead" and the moose logo is now all gold like a caricature drawing on this 12 oz. can.
Norrland Guld Ljust Ol II-Warby-(Sweden). 45cl.
Norrland Ol II Mellanmarkt-Warby-(Sweden). 45cl-Same scene within the circle appears on this can just as it did on the other Norrland cans, but the brand & class is shown in a new way with a colorful ribbon at the top on either side.
O'Keefe Ale. Two more changes have been made to this white can. The 1st major change was reported in the July '77 issue which was the color of the can. The color combination remains the same but there are significant changes to mention for the discerning collector. a) The Okeefe Limited-Montreal, Quebec, Canada 12 oz. can has the knight completely within the shield with Premiere Qualite to the left of the knight, and Premium Quality to the right. The word Biere appears directly beneath the knight. b) The Carling OKeefe-Toronto, Waterloo, Canada 12 oz. can has the knight at the top of the shield with Premium on the left and Quality on the right of the knight. Biere also appears directly beneath the knight on this can whereas it was not on the can mentioned in the July News Report. Brewery name, etc., is now in gold on the side of this can whereas it was in black on the can mentioned in the earlier issue.
Oktoberfest by Molson production has been stopped, although it may continue on a summer only basis in the future. Collectors be sure and check all cans for changes.
7. Old Vienna Imported From Canada-Carling-O'Keefe-Toronto, Canada. Same basic gold label, but the crest is now red and Old Vienna is now in white letters. Brewed in Canada replaces from Canada near the bottom of the can. 341ml (11½ U.S. Fl. Oz.) in blue at very bottom of can. This color change is a great improvement over it's predecessors.
Pripps Bla Extra Ol II-Pripps-(Sweden). 45cl.
8. Reschs Draught-Tooth-Sydney, Australia. All new black can with white lettering on this 370ml can.
9. Risingsbo Ol Klass II-Risingsbo-Morgardshammar, [Sweden]. A departure from the usual Risingsbo can in that the brewery name does not appear at the top & bottom of this can but within the black circle on this red 45cl can.
10. Sandwalls Guld Ol Export Beer III-Sandwalls-Boras, Sweden. Striking black, gold, silver & blue 45cl can.



1



2



3



4



5



6



7



8



9



10



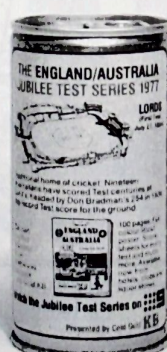
11



12



13



14



15



16

11. Three Hearts Export Beer III-Appeltofftaks-Hamstad, Sweden. This 45cl can has quite a change to it with red, white & blue lines at the top & bottom of this can. All words are quite a bit larger as is the crown logo which now appears at the bottom of the can and this now is a one sided can.

Three Towns Extra 01 II-Pripps-3 cities, Sweden. This is the 4th can in the double TT series of 45cl cans.

12. Till Lattol I-Till-(Sweden). Very attractive, 33cl can in various shades of green, with silver, gold and black accents.

Tooths KB Lager-Tooth-Sydney, Australia. The traditional gold can that we've seen for 5 years, but with innovations. The backs shown only;

13. Newmarket Meeting-commemorating the horse races held in Newmarket, a race course about 100 miles north of Sydney. This can was only available at the racetrack on the day of the races, making this a premium can for collectors.

There is to be a series of 5 cans, one to commemorate each of the 5 test cricket matches played in England. Three are featured at this time;

14. the first is Lords
15. the second is Old Trafford
16. the third match at Trent Bridge

Tuborg Pilsner 01 II-Pripps-(Sweden). The zany 45cl cartoon can, but this time TUBORG is in red letters, trimmed in black, at the top of the can.

Waitrose Bitter

Waitrose Lager

Waitrose Pale Ale } Waitrose Ltd.-Brackwell Berkshire, a branch of the John Lewis partnership, U.K.. Identical labels on all 3 cans with the 2.22 Bitter being a burgundy & red in color; the Lager being 3 shades of green, and the Pale Ale being brown & orange in color and both are 9.68 fl. oz.. All cans have white lettering.



"He's been collecting old beer cans lately. Do you think Billy Carter somehow influenced him?"

BEER CAN PRICES DROP!

Can you believe the price of beer cans is dropping? At least it is for certain brands in some California liquor stores. Since most BCCA'ers obtain their local currents by forking over cash to liquor store "merchants" in return for cool full ones, this news should be of some interest. Whether it's because of a new state Alcoholic Beverage Commission policy removing minimum retail prices or because the retailer wants to move his product, I'm not sure. Recently it's been possible to buy a 6 pack of 12 oz. OLD TAP by Pabst or PADRE by General for the good old fashioned price of 99¢, plus tax. Many of us I'm sure can swap stories on how cheap beer used to be i.e. a case of HORLACHER for \$2.96. In fact I know of some collectors who began their collections by picking up only those brands costing under a buck a 6 pack. Even so, a substantial collection could be had. So anyway, let's drink to the return of the 99¢ era! Who knows, maybe this will issue in a trend toward deflated trading values. Doesn't it follow that a Padre should trade for a Michelob at $\frac{1}{2}$ to 1? One other comment on the cheap beer. I'd wager the difference in cost that even Billy Carter couldn't taste the difference between 99¢ OLD TAP and \$1.65 BLUE RIBBON.

p/s Please don't send me any Michelobs in trade!
Rick Baugher #3980

THE LIGHT BRIGADE

What has more water, few ingredients, little taste and costs five cents more per glass.

If you said light beer, your right. The low calorie, watery brew is the latest marketing success story in the beer industry. It is being made by more than a dozen breweries at the present time, and accounts for nearly 10 percent of all beer sales in the United States.

As you all know it has about one third to one half fewer calories than your regular beer. It also has less of everything else. Fewer hops and less alcohol. Although many light beer drinkers will swear the alcoholic content is the same as in regular beer, industry sources say no. Light beer ranges from 2 to 3.1 percent alcohol content as opposed to about four percent for regular beer.

So why are people drinking it? Two major reasons, dieting and a national advertising campaign with a multi-million dollar price tag which has gotten millions of beer drinkers to at least try it.

Many people, though, complain about the taste, or lack of it. "Ours is the only one that tastes like beer," is the cry of most all the breweries marketing low-calorie beer. If you had never tasted real beer before you might tend to agree with them, but on the whole, the taste is not the same.

The light beer revolution was begun by Miller Brewing in 1973, when they introduced it's "Lite" beer to the public. The rights to that label had been purchased when they acquired the Meister Brau brewery. Slick, well-financed advertising aimed at the neighborhood bar and tavern beer drinkers has worked to the point where "Miller Lite" now holds 60% of the national low-cal beer market.

So whether you like the taste or not, it looks like the light beer craze is for real. One thing for sure, it has added a number of new cans to our collections

Listed below are the "soldiers of the light brigade."

97 calories:
Anheuser-Busch Natural Light

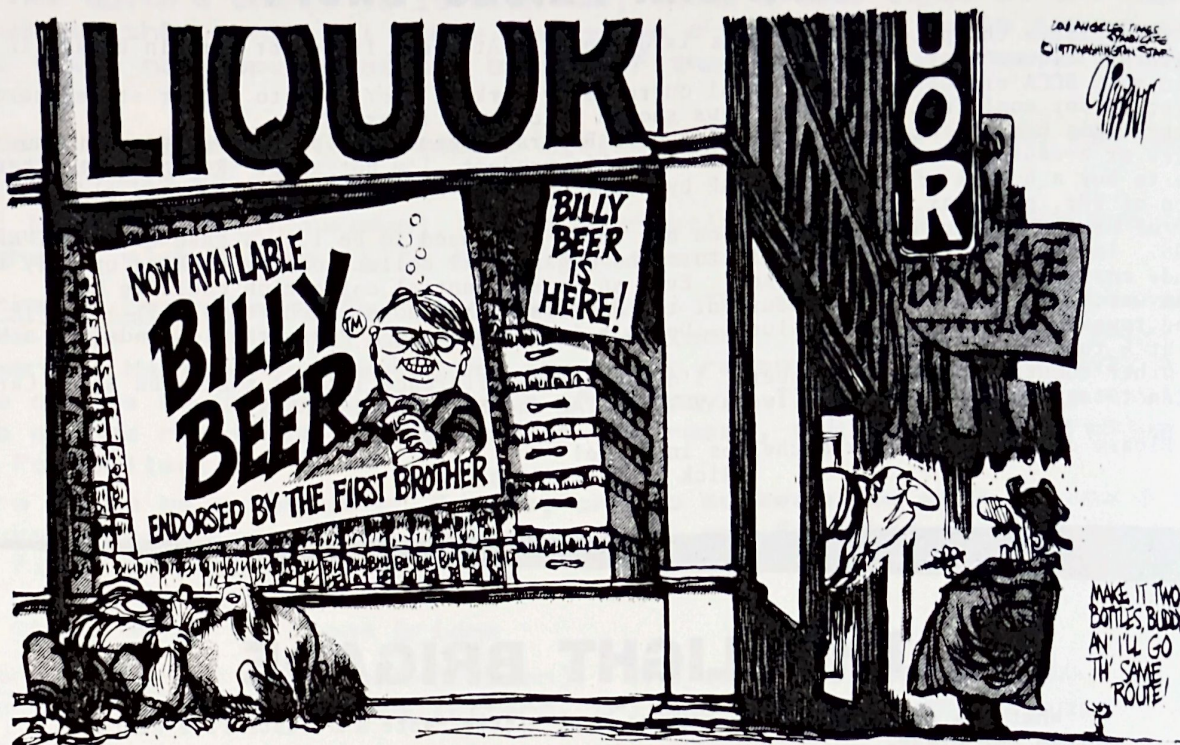
96 calories:
Miller Lite
Heileman Light
Schlitz Light
Peter Hand Extra Light
Mark V light
Lucky 96
Falstaff 96
Narragansett 96
Rainier Light
Nine-O-Five Light
Light Lager(Erie)

95 calories:
Gablinger Extra Light

87 calories:
Rheingold Extra Light

71 calories:
Carling 71 Light Pilsner

70 calories:
Olympia Gold
Pearl Light
Burgie Light Golden
Player's(Miller)
Pabst Extra Light



"Tell you what I'm gonna do: You give me a bottle of your best muscatel, and the moment my brother is elected President, I shall endorse it."

Yes, Falls City, there is a Virginia

Billy's Beer ban brouhaha brews

NORFOLK, Va. — The president of the firm that manufactures Billy's Beer says he plans to ask Virginia's Alcoholic Beverage Control Commission to reverse its decision to ban the product.

Virginia authorities have banned the beer, named after Billy Carter, under a regulation that prohibits the sale of alcoholic drinks bearing the endorsement of any well-known living person on the label.

ABCC Chairman Archer L. Yates Jr. said the state regulation was good public policy because Billy's Beer is "downgrading to the office of president of the country."

"It has always been and continues to be the feeling of the commission that endorsements for alcoholic beverages by any prominent person is contrary to good public policy in the control of alcoholic beverages,"

he said.

And Yates said he thinks it is "highly improper for Mr. Carter to endorse a label selling beer in Virginia."

"Do you think it proper for the brother of the president of the United States to endorse any alcoholic beverage, I don't care what it is?"

But the president of Falls City Brewing Co. of Louisville, Ky., brewer of Billy's Beer, said he has asked Richmond's Reynolds Metals Co., the can-maker for Billy's Beer, to seek a reversal of the ABC Commission's decision.

Falls City President Jim Tate said the Virginia commission's regulation is the only one of its kind in the country.

Yates is to meet with beer distributors concerning the controversial ban later this month.

The firm is already selling its beer in Georgia, Tennessee, Kentucky, West Virginia and several other states. Marketing approval is pending from North Carolina, and the firm said the beer will soon be selling in South Carolina.

**Please
Keep The
World Clean!
Others May
Wish To
Use It.**



KEEP ON TRADIN'

HORLACHER BREWING CO. 85TH ANNIVERSARY

1892-1977

This is the ORIGINAL Horlacher's Pilsner Beer brewed of only the finest ingredients available since 1892. Choice corn and hops grade A barley malt and purified water go into brewing Horlacher's distinctive flavor, which has made it a local tradition for 85 years.

The above paragraph is from the new Horlacher 85th anniversary can, which because of my Horlacher Chapter connections at the brewery, I had the rare privilege to design. This came to be as a result of the appointment of Mr. Albert Nassif as the new brewery President. One of his ideas was to emphasize the "local tradition" factor in the brewery's advertising, and design a collectors can to involve this theme. At this point he suggested I might design a can for them, which I proceeded to do with great vigor. It's not often one receives such an opportunity.

My first thought was to include the brewery scene in my design, as this is of interest to many collectors. The overall design had to be simple, and include the basic current label, but be a major difference for collectors.

While toying with the founding date, 1892, I discovered that 1977 was the 85th year of operation. This provided me with the theme of the can. The 85th Anniversary.

I roughed out a design on paper, similar to the finished can, and presented this to the brewery. The idea went over like a good can of brew, and they decided to proceed with it. Two things remained to be done however, a paragraph on tradition had to be written and the art work to be made and set up. The paragraph evolved from various cans in my collection, however it does express the Horlacher Brewery philosophy. I then called on my uncle, Earl Handy, a commercial artist, and showed him my ideas. He set to work on the little bit of art that I needed, and did the final mechanical set-up for the can company to use. Only one thing was added to my original design, "Clumpy" the camel is seen carrying a nine day supply of Horlacher on his back, this is to tie in with a planned ad. campaign. When the cans finally arrived, I was satisfied that we had created an interesting new can for collectors.

To have had an opportunity to design and create a new can was quite an honor, but the fact that the Horlacher 85th has a chance to win a BCCA can of the year award impresses me more. Beer can collectors are the only ones who really appreciate a good can design, so when they award one, it's got to be good!

by Larry Handy #947



Directory of Local Beers

This is a guide to the variety of brands of beer in various cities throughout the United States and, in some cases, where these brands may be purchased. Most of the national brands have been eliminated. Your geographical area not represented in this list indicates no member has responded from that area. Please send additions and corrections to:

John Singer #13136
454 Quentin St.
Aurora, Colorado 80011

ARIZONA: Phoenix

Dutch Treat	A. J. Bayless Grocery's
A-1 Pilsner	Grocery/liquor
Van Lauter Bavarian	Safeway Grocery's
Lucky 96	Most grocery
Pilsner Club	Smitty's Grocery's
Reidenbach	Fed Mart
Weideman	Fed Mart
Texas Pride	Walsgreens
Pearl	Walsgreens

CALIFORNIA: Orange County

Reidenbach	Fed Mart	Brew 102	Grocery/liquor
Weideman	Fed Mart	Buckhorn	"
Ballantine	Fed Mart	Burgie	"
Blatz (16 oz. only)	Fazios	Carling Black Lable	"
Heritage House	Fazios	Champale	"
Brown Derby	Safeway	Eastside	"
Padre	Safeway	Lucky	"
Golden Crown	Lucky	New Castle Ale	"
Ker	Vans	Pearl	"
Tivoli	Vans	Rainier Ale	"
Regal Select	Thrifty Mart	Steinbrau	"
Ashai	Grocery/liquor		
Alta	"		

DISTRICT OF COLUMBIA

Bavarian Type	Goetz	Dunkel Bier
Ballantine	Valley Forge	Old Dutch
Coors?	Schmidt(Phil)	Old German
Giant(Va. only)	Oktoberfest	Red, White & Blue
Stegmaier	Pils Draft	Pearl Light
Andecker	Champale	Black Horse
National	Schaffer	Old English 800
Carling 71	Van Lauter Bavarian	Huber
Gunther	(the following are not always available)	Blatz
Old Frothingslosh	Robin Hood	Wisc. Gold Label
Lone Star	Heilman Light	Ivy League
Pearl	Drewreys	Liebottschaner
Texas Pride	Crtel 92	Genessee
Old Bohemian	Crtliebs	Duke
Topper	Steel Valley	Schmidt Bavarian
Iron City	WEIR Radio	Peter Hand Light
	Brickskeller	Seven Springs

DISTRICT OF COLUMBIA (con't):

Gibbon's	ABC Ale	Braumeister
Home (Astor Home)	Zodiac	Old Style
American	Heritage House	Falls City
Wiedemann	Kingsbury Brew	Mark V
Sterling	Gablinger	Reading
Utica Club	Goebel	Gambrinus Gold
Maximus Super	Alps Brau	Grain Belt
Fyfe & Drum Lyte	Milwaukee Prem.	Grain Belt
Falstaff 14 Oz. (Va. only)		Narragansett 96
Wisconsin Club	Old Crown	WFGB Radio (new)
Strohs	Wisc. Holiday	Crtlieb Americana set
Hop N Gator	Bartels	Imperial Pilsner
Iron City '76 Steelers	Fox Head 400	Yuengling
Augsburger	Mustang	Horlacher
Hedrick	Lucky	
Royal Amber	Old German	

The following stores in the Washington, D.C. area seem to have the best selection:

Tenley Liquors	Chevy Chase Liquors	Wash., D.C.
Wash., D.C.	Wash., D.C.	Morris Miller
Hampton Liquors	Astor Home Liq. Store	Aspen Hill Wine & Cheese
Capitol Hqts., Md.	Laurel, Md.	Sheaton, Md.

Janettas (also has nice collection on wall)!
Rockville, Md.

FLORIDA: Southern

Ballantine	Pearl
Black label	Red, White, & Blue
Fischer's Old English Ale	Regal
Fischer's Old German Beer	Rheingold Extra Light
Gablingers Extra Lite	Robin Hood
Genesee & Cream ale	Rolling Rock
Goetz N.B.	Schaefer
Iron City	Schmidts
Lucky	Tuborg Gold
Master's Choice	Weidemann
Metbrew N.B.	
National Bohemian	
Olde Frothingslosh	
Oly Gold	

ILLINOIS: Springfield

Black Label C	Drewrys	Places to buy in Spring-
Columbia	Kingsbury N.B.	Field:
Champale	Huber	Allan's Liquor
Falls City	Wisc. Club	Golden Liquors
Billy	Wisc. Gold Label	Midway Liquors
Drummond Brothers	Rhineland	709 Cut-Rate Liquors
Griesedieck Brothers	Andecker	Spirit Shop
Lucky	Fabst Light	Avenue Food Shop
Falstaff Light	Picketts	Csco Drugs
Falstaff 96	Champagne Velvet	Thrifty Drugs
Zodiac	Stroh's	National Food Stores
Elatz	Goebel	Eisner Food Stores
Weidemann		Kent's IGA Stores
		Ideal Drugs

KENTUCKY: Frankfort

Weidemann	Buger
Falls City	Black Label
Billy	Rolling Rock
Drummond Bros.	Old Style
Hudepohl	Drewry's
Stroh's	Falstaff 96
Sterling	
Heilman Premium Light	
Andecker	
Pfeiffer	
Blatz	

Best place to buy
in Frankfort:
Shoppers Village Liq.
Two stores

MISSOURI: St. Louis, St. Charles.

905	905 Stores
905 Light	905 Stores
Katz	Skagg's
Greisidick Bros.	Skagg's
Drewry's	905 Stores
Wisconsin Club	Some IGA stores
Wisc. Gold Label	Kroger Stores

The rest are available at various liquor and grocery stores:

Hanley
Stag
Ballantine
Columbia
Black Label

NEW JERSEY: Hammonton

Schmidts	Champale
Ortliebs	Metbrew N.B.
Ram's Head Ale	Rhingold
Neuweiller Cream Ale	Knickerbocker
Reading	Gablengers
Horlacher	National Bohemian
Iron City	Valley Forge
Stegmaier	Old Bohemian
Yuengling	Old German
Ballantine	Fox Head 400
Steinbrau N.B.	

Where to Buy:
"D" Agostino's
J.D.'s
Supermarkets do not sell
beer.

NEW YORK: Long Island

Kingsbury Brew	Bartels
Heilmans Special Export	Stegmaier
Coors	Rolling Rock
Country Club	Schmidt's(Phil)
Goetz	Reading
Blatz	Bergheim
Iron City	National Bohemian
Old German Prem.	Rhingold
Gibbons	Maximus Super
Utica Club	Genesee Ale
Genesee	Old Bohemian Bock
Old Bohemian B&A	
Olde English 800	

Rhingold Light
Gablengers
Knickerbocker
Schaeffer
Piels Lite
Piels Draft
Metbrew N.B.
Champale M.L.
Ballantine B&A
Matts
Fyfe & Drum
Steinbrau N.B.

Best place to buy most of these brands:

Matinecock Beverage Center Cwned by; Bruce & Keith Mellish
Plainview, N.Y. BCCA #'s 8200 & 9114

OHIO: South Point

Billy
Pearl

Drummond Bros.
Robin Hood

Goebel

CNTARIO: London

Molson Canadian
Molson Stock Ale

Molson Export
Labatt's 50

Molson Golden
Labatt Bleu

Octoberfest(Molson)
Carling

Old Vienna
Red Cap Ale

C'Keffe
Heidelberg

Carling Black Label Newcastle Brown Ale

All brands available at Brewers Retail Stores except Newcastle Brown Ale which is sold at the Provincial Liquor Stores.

TENNESSEE: Memphis

Busch 14 oz.

Hanley

Star

Country Club

Stroh's

Pearl

Falstaff 14 oz.

Sterling

Red White & Blue

Old Milwaukee 14 oz. Champale

TEXAS: Houston

Shiner Prem.

Buckhorn

Pearl Prem.

Lone Star

Pearl Light

Goetz

Lone Star Draft

Country Club

Jax

Kassel

Texas Pride

Berghoff 1887

All except Kassel are generally available at most grocery and liquor stores. Kassel is sold only in Handy Andy Food stores. Best Place in town: Specs Warehouse Liquors.

Texas: Wichita Falls

Berghoff 1887

Coors 12 oz. only

Shiners

Texas Pride

Lone Star

Lone Star Draft

Pearl

Pearl Light

Falstaff 96

Jax

Stocked by all large liquor stores in town.

UTAH Salt Lake City

Burgie

Burgie Light Golden

Colt 45 "Stout"

Coors

Fisher

Near Beer(Pearl)

Oly Gold

Utah; Ogden

All that are available in Salt Lake (except Fisher) Plus:

Lucky Lager

Burgie 16 oz.

Beer is sold in super-markets and some gas stations.

WEST VIRGINIA: Huntington

Augustiner

Blatz

Burger

Colt 45

Falls City

Peter Hand Extra Light

Hudepohl

Mark V

National Bohemian

Old Chicago

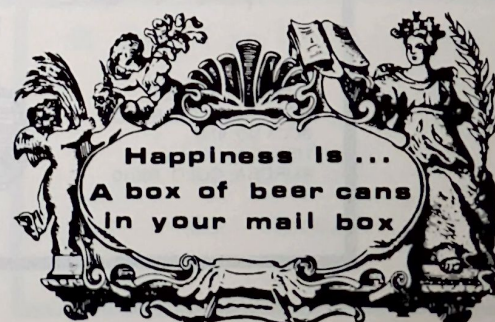
Schmidt's(phil)

Stroh's

Tuborg Gold

Weidemann

Foreign Beer Cans
Are Beautiful



Calling Cards



**Beer Can
Collectors
of America**

DAVE NAGLE
1453 3rd Ave. N.E.
Valley City, N.D. 58072



BCCA 5591
Phone (701) 845-1532

BCCA
2858

"I Love To Be Down In The DUMPS"
STEVE "BUBS" LOZAR
WEST SHORE
POLSON, MONTANA 59860
406-883-5662



BEER CAN COLLECTOR

Tom Petry

2417 W. ADAMS
ST. CHARLES, MO. 63301
PHONE: 314-724-5580

BCCA #2291



BEN BAIN
B.C.C.A. NO. 9021

STOP IN THE SHOP &
SEE MY KOLLECTION

KRAZY BEER KAN KOLLECTOR

"THE WINE SHOP"
162 FRONT STREET
MARIETTA, OHIO 45750
PHONE (614) 373-4200

"THERE IS NOTHING
BETTER THAN A
STRANGE KAN"

OFFERING A LAY-A-WAY PLAN
FOR YOUR CANS



ARMIN D. "Shorty" HOTZ
BCCA No. 131

In the Heart of the Loop
Phone 618-349-6262 St. Peter, Ill. 62880

ED DANIEL NO. 3651

BOX 473
MARSHFIELD, MO. 65706
(417) 468-5138



CANS DON'T LITTER - PEOPLE DO

Beer Can Collectors of America



RON SANDERS, B.C.C.A. #7062
8811 Dearborn Drive
Baltimore, Maryland 21236

Home Phone: 1 301-256-2128

BCCA #2930



The BONDED Beer Can Trader

David Dave Olson

Alfred A/ Olson, Jr.

26 Bellaire Court, Appleton, WI 54911

(414) 739-0075



TOM LECH
416 BROAD ST.
JOHNSTOWN, PA.
(814) 536-5511
B.C.C.A. #11035

LEW CADY

NO. 98

A member of the BCCA but not the WWBCC.

I COLLECT BEER CANS ONLY ONE WEEK A YEAR

Yes. Because of my advanced age and debilitated condition (brought on by excessive bottom-opening), my physician does not permit me to trade beer cans—or even to think about them—more than one week out of each year. Convention week. Of coors.



GREG LITTEN
BEER CAN COLLECTOR
BCCA NO. 9757
11504 E. 5th Avenue
AURORA, COLO. 80010



303-364-5695

SMOKY MTN. TRADER AND DUMPER



DOUG REINERIO #6919
505 BOSWORTH RD.
KNOXVILLE, TN 37919
PH. 615 - 693-7421

BEER CAN COLLECTORS OF AMERICA

"happiness is a beautiful beer can"

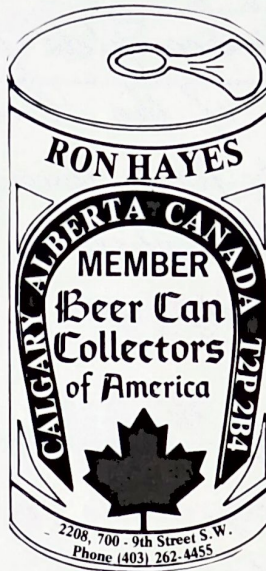


Dr. Richard H. Gurevitz

Beer Can Collector
2100 courtright road
columbus, ohio 43227

phone (614) 864-1442

more cards



No—



It's Bud
Just Hamming it up
to get A-head!



Walter (Bud) Schiltz, President
Mutual Reinsurance Bureau
Belvidere, Illinois 61108
815-544-3155

LOVES PARK'S FIRST BCCA MEMBER

SCOTT CORNELIUS

"COLLECTOR & TRADER"

BCCA NO. 5175



6103 Walker Ave.

Loves Park, IL 61111 PHONE: 815-633-4833

Have many old bottles & want patches

USED CARS - LAND - WHISKEY - MANURE - NAILS
FLY SWATTERS - RACING FORMS - BONGOS & INSURANCE
BEER CAN COLLECTORS OF AMERICA #5753

Ben Mitchell

REVOLUTIONS STARTED
ASSASSINATIONS PLOTTED
GOVERNMENTS RUN
UPRISINGS QUELLED
WARS FOUGHT

LIONS TAMED
BARS EMPTIED
COMPUTERS VERIFIED
ORGIES ORGANIZED
GOLF MATCHES FIXED

4732 Pontchartrain Dr.
EDEN ISLES, LA. 70458
504 - 641-5634
BCCA No. 11317

WANTED EMPTY BEER CANS

Support Your Local Brewry

JAMES K. MAYEUX

Member
Beer Can Collectors of America

Collector of Beer Cans and Openers



DAVE STEGMAN

4730 Bradley Blvd. Apt. # 114
Chevy Chase, MD 20015

BCCA # 10856
(301) 654-1327

**DON'T KICK THE CAN
'SAVE IT'**



BCCA Mbr
NO.10618

DONALD P. WARD
3561 COMMUNITY CH.RD.
PFAFFTOWN, N.C. 27040
Ph 919-924-6290

Beer Can Collector

WOODROW (BUD) EPLER

P.O. Box 369
Campbelltown, Pa. 17010

BCCA No. 10979
Phone 838-9060



Beer Can
Collectors
of America
No. 7344

(301) 661-3160

GLENN ADAMS

Trade Only - No Buying or Selling

8301 HILLENDALE ROAD
BALTIMORE, MD. 21234

BEER CAN COLLECTOR



JULES KISH
805 QUARTER, MILE ROAD
ORANGE, CONN 06477
PHONE 795-3134

BCCA 7855

"GET OFF YOUR CAN"
OLD OR NEW SEND IT TO ...

Jim Jansson
BEER CAN COLLECTOR



BCCA #13846
60 GREAT OAK RD.
SHELTON, CT 06484
203-929-4374

☆ **Beer Can Collector** ☆

Tony Steffen
615 Chester Ave.
Elgin, Ill. 60120

WILL TRADE

BCCA #9136

Over 700 Cans



Open Invitation

Our joy will be more complete if you will share with us in the annual meeting of the Beer Can Collectors of America, on the twenty-first, twenty-second, twenty-third and twenty-fourth of September, in the year of our Lord nineteen hundred and seventy-eight.

Festivities will begin promptly upon your arrival in Milwaukee. We cordially invite you to partake of the brew and fellowship with a bit of trading.

If you are unable to attend we ask you presence in thought and prayer. We'll need it.

The Badger Bunch

*Cocktails, sit down dinner,
will begin approximately
7:30 p.m., September 23, 1978.*

R. S. V. P.

Not before May, 1978



Plan to attend
CANVENTION VIII
MILWAUKEE
SEPT. 21-24, 1978

BEER FROM THE PAST

Old Friend
NEW LABEL

YUSAY
Pilsen
PREMIUM BEER

BREWED AND BOTTLED BY PILSEN BREWING CO., CHICAGO, ILLINOIS - CONTENTS 12 FL. OZ.

**smoothest beer
you ever tasted**

The same mellow, golden brew
Now in a sparkling new package.

Yusay PILSEN Beer is so SMOOTH
because it is brewed S-L-O-W-L-Y
from choice barley malt and finest hops
by a traditional aging process.

THE FAMILY QUART

THE 7 OZ. EAGLET

THE HANDY 6 CAN PACK

PILSEN BREWING CO. CHICAGO 23

Letters To The Editor

Editor, News Report:

Hardly a month goes by without my reading about another small brewery closing. To say that I am concerned about this serious situation would be to echo the concerns, expressed and unexpressed, by many, many BCCA members. What can be done to stop this trend before we beer drinkers are left with a handful of bland beers?

Perhaps the BCCA can be an effective influence. The very life of our organization depends on a variety of beer cans for trading purposes. I for one have never involved myself in politics. However, there are times in every man's life when he has to take a stand (and I love beer). Our organization has sufficient clout to make our legislators aware of the necessity of protecting the small breweries from the big five. I suggest that the BCCA Board form a high priority committee to examine our possible role in this industry-wide diaster. I also feel that the News Report could help enlighten the BCCA membership by posting statistics in each issue showing the impact of the big breweries on the entire industry. A special feature about the breweries of the U. S. would also be helpful. Pennsylvania has been noted as one of the leading beer producing states in our nation. From my own informal survey, I feel that only one brewery in our state (Straub of St. Marys) can be considered economically stable. All others, including Schmidts, are fighting for their survival. Something must be done, and soon.

Kenneth T. Roth #4945

Dear Friends,

I have a suggestion for mailing single rare cans that should just about eliminate any chance of having one's Blue Fauerbach can, etc. being ruined during shipping. An ideal container which will accommodate a 16 oz. can is the 1/4" thick cardboard tube inside the roll of paper used in photocopy machines. After the paper is used up these tubes are usually discarded and I have found the librarians to be most helpful in saving them.

Dennis Gordon #520

Editor:

In the News Report I have noticed many strange stories, some hard to believe, about how other members have found beer cans. I have one of these strange stories to tell about how I came across one can, old, and in mint shape. One day I helped my parents install an air conditioner in their bedroom which is directly above our living room. In doing so we put the drain for the air conditioner in the window sill itself. I don't have to tell you that the water kept running from the sill down between the walls until it reached and puddled on our ceiling. We were unaware of this until one day we came home from visiting a friend and found four of the ceiling panels hanging on by very little. Small holes had formed and water was dripping out. We sat down in the living room and studied the situation for awhile. All at once the ceiling split and opened up. It was like a flash flood of water, saw dust, nails, insulation, and one old Ballantine Light Lager flat top. This may sound hard to believe but it actually happened. It was like a dream. Just like that a can lay at my feet. I was ready to check every ceiling in the house.

Dear Sirs:

Kenneth B. Stewart #13570

Through experimentation and a lot of trial and error I've discovered an easy and inexpensive way to restore new life to tarnished rims and seams on beer cans.

Apply a small bit of Rub 'n' Buff, an anti-quinig paste, to the tarnished areas with your thumb or finger. (Use sparingly as it goes a long ways) Leave it set a few minutes and buff lightly with a Kleenex or soft cloth. Use gold or silver Rub 'n' Buff depending on the color of the rim.

On rusty rims and seams sand lightly with fine emory cloth and procede as described above. Hands clean up with soap and water. I'm sure you'll be pleased with the results!

Steve J. Ellis #12422

Dear Editor:

Recently I heard something I think everyone in the club should know. Someone has been selling Rainier Chapter cans for fifty dollars a set, three cans to a set. That is crazy! And so are the people who buy them. They aren't even real cans! And never contained beer. These cans are also being passed off as very rare cans to some unaware younger collectors who don't know any better. They are not rare so don't be taken by someone who says they are. You can save yourself fifty bucks in the process. Just wanted everyone to know!

Rainier Chapter members' name withheld by request.

NEWS BULLETIN

As we about to go to press the BCCA has heard that General Brewing Co. has purchased Pearl Brewing Co. Also, the Falstaff plant in St. Louis has been closed.

Hamm's may revive animated bear character

OLYMPIA, WASH.—Olympia Brewing is conducting research to determine if it should revive the animated Hamm's bear in tv spots, or switch to a nonbear theme. The animated character was dropped in '71; current spots feature a live bear.

More Letters

Dear Sirs,
I have found an affective way of removing dirt from a can that is very easy. It is a soft bristle tooth brush. It does not scratch the can and it gets dirt that you can't see out of rusted places.

Jack Zajac #14502

LET'S GIVE THEM A HAND

Lonnie Smith, Lev Carly, and Jim McCoy probably spend more time in making up the News Report than most of us spend on our own collections. Editing news stories, checking out new issues of beer cans and photographing does not leave these fellows very much time to pursue the hobby. All this is done without compensation.

Each and every member can help them out by sending in news stories and new brands and brand changes. If a new can comes out in your area send the can to Jim McCoy. Don't leave it up to the other fellow. If more than one or two members send in the same can each one of the three will get one. Better still send in three cans and in this way they will all be able to keep their collection up to date without going to a lot of trouble.

I feel that the small cost of sending cans is very little to pay for the information and pleasure we all get from each issue of the News Report

Bill Vasko #833

In the 2½ years that I have been your News Report Editor this is the most gratifying letter I have received. Bill: Thank you for your thoughts they are much appreciated.

Lonnie Smith #99 Editor

Sirs:

I would like to inform you that Murphy oil soap removes paint on cans. I found out when I was looking for a can cleaner it ruined an IRON CITY SNAP TOP. The red was faded (I got it off it time) very little luckily. I just thought I'd warn the other collectors.

Helpfully
Jay Curtis #11521

High Court refuses to hear appeal on trademark dispute

The U.S. Supreme Court refused Monday to review lower court rulings that a beer company illegally infringed on a trademark name used by a food firm and a refrigeration company when it called its product Amana Beer.

The beer was brewed at the Cold Spring for Gemeinde Brau Inc., a beer firm based in Amana, Iowa.

According to Myron Johnson of Cold Spring Brewing Co., the brewery made the beer for a brief period in 1975.

"That was a one-time brew two

years ago," Johnson said. "We had no investment in the brew—not even in the cans."

Shortly after the first batch of Amana Beer was made, two firms bearing the Amana name filed a lawsuit against Gemeinde Brau. Marketing of the beer ended after a few days.

Both lower courts ruled that a label reading "Amana Beer, Amana, Iowa" might be linked by consumers to the food and refrigeration companies bearing the same name and therefore constituted a trademark infringement.



Beer cans are beautiful!

TO ALL BCCA MEMBERS INVOLVED WITH A TRADE WITH THE RAINIER CHAPTER

PLEASE READ THE FOLLOWING

1. It is a Chapter trade which means the cans are traded at the Chapter meeting, no place else.
2. The August meeting was August 20th, which means that all cans arriving after that date were traded at the Sept. meeting, the 23rd. No other place, no other time.
3. One-hundred and seven trades took place involving Thirty-one hundred and eleven cans.
4. The boxes are being sent back in the order they were received. Which means if we received your box as incoming number 67, your box will be shipped out in 67th place.
5. Do to the nature of the trade and the geographic nature of Washington State, the following accrued:
 - a. one man kept the book work on the incoming cans
 - b. one man collected the cans from the Rainier Chapter
 - c. one man conducted the trade
 - d. one man sorted the cans
 - e. one man shipped the cans
 - f. one man collected the money to cover the cost of shipping

A great amount of the one hundred and seven traders understand what I have been up against and to those good people, I apologize. To those few, who threaten to turn me and the chapter over to the BCCA Fair Warning Committee, Lonnie Smith, the mafia, or their local hit man, try putting yourself in my place.

Respectfully

Premium Bill Mugrage #791

Pitch. In!



Philip Morris Unit To Expand Brewery That's Being Built

By a WALL STREET JOURNAL Staff Reporter
NEW YORK—Miller Brewing Co., a unit of Philip Morris Inc., said that it decided to expand annual capacity of its Eden, N.C., brewery, which is still under construction.

The expansion to 8.8 million barrels from three million barrels will cost about \$115 million and bring Miller's total investment in the plant to \$250 million.

Construction on the brewery continues on schedule, and the plant is expected to be operational in 1978, a spokesman said.

Anheuser-Busch Seeks FTC Probe Of U.S. Lowenbrau Labelling

Anheuser-Busch, Inc. recently requested the Federal Trade Commission to investigate the Miller Brewing Co., its parent company, Philip Morris, Inc. and its advertising agency, McCann-Erickson Worldwide, for alleged consumer deception in the advertising, labelling, packaging and merchandising of **Lowenbrau** beer. (Editor's Note: a Miller Brewing Co. response appears in this edition.)

Lowenbrau, the well-known German brand, no longer is imported into the U.S., but is being produced by Miller Brewing at one or more of its U.S. breweries.

In 1974, Miller Brewing acquired exclusive rights to produce and market **Lowenbrau** in the U.S. but according to the complaint, the **Lowenbrau** produced by Miller Brewing in the United States is brewed with different ingredients and under a different process than the well-known German product.

Miller Brewing is charged with marketing the U.S.-brewed **Lowenbrau** in a manner to deceive and mislead consumers, causing them to believe — contrary to fact — that **Lowenbrau** is still brewed in and imported from Germany or alternatively that the domestic product is the same as the German-brewed version, according to Anheuser-Busch.

The complaint alleges that Philip Morris, Miller and McCann-Erickson are representing directly or by implication that:

1. All beer sold under the **Lowenbrau** label has its origin in Germany when in fact it does not;
2. All beer sold under the **Lowenbrau** label is brewed in Germany and imported for sale into the U.S. when in fact it is not;
3. All beer sold under the **Lowenbrau** label is brewed from the same ingredients used by **Lowenbrau Munich**, when in fact domestic **Lowenbrau** is brewed with significantly different ingredients;
4. All beer sold under the **Lowenbrau** label is brewed using the same processes as **Lowenbrau Munich** whereas domestic **Lowenbrau** is produced by significantly different processes.

To support the foregoing allegations, the complaint cites the following specific facts:

1. Domestically produced **Lowenbrau** six-pack cartons are nearly identical to those traditionally used to package imported **Lowenbrau** (in its traditional trade colors and featuring the **Lowenbrau**

heraldic lion trademark) and carrying the statement: "Lowenbrau Established 1383 Munich, Germany." The only indications to the contrary appear on the bottom of the carton and carton ends which are not visible to consumers when the carton is displayed in stores.

2. Domestically produced **Lowenbrau** bottle labels are nearly identical to those used to label imported **Lowenbrau**. These labels also are in **Lowenbrau Munich**'s traditional colors and feature the heraldic lion trademark, plus representations of eight medallions awarded the German-brewed product in international beer competition but never awarded to the domestic product. Type indicating the U.S. origin is less than 1/8-inch high.
3. Advertising statements for domestic **Lowenbrau** in publications and on television (such as: "When you want the taste of a truly great beer, there's really only one. **Lowenbrau**. Since 1383.") are intended to give consumers the impression that when they buy **Lowenbrau** they are buying the famous Munich beer.
4. Point-of-sale advertising materials using the **Lowenbrau Munich** colors and trademark contain no disclosure that the beer now being sold as **Lowenbrau** is U.S.-produced.
5. When domestic **Lowenbrau** is sold on draught there is no disclosure at the point of consumption that the product is a different product than imported **Lowenbrau**. On-premise point-of-sale materials make no disclosure that the beer in question is domestic, and the use of the traditional **Lowenbrau Munich** colors and trademark give the impression that it is imported.
6. The wording on the back panel of some domestic **Lowenbrau** bottles includes the word "RHEINHEITSGEBOT,"

**Don't
Pass
The
Buck
Trade**

which is a 1516 decree which regulates beers brewed in Bavaria and limits their content to barley malt, hops, yeast and water. The domestic **Lowenbrau** does not comply with the decree because it contains other ingredients. Ingredient and process differences between the domestic and Munich **Lowenbrau** are detailed in the complaint.

The complaint requests that the FTC take appropriate action against Miller Brewing, Philip Morris, Inc. and McCann-Erickson Worldwide to discontinue the deceptive practices.



The above photo was sent to us by Bob Pennell #11851. Can was produced by the Robert H Graupner Brewery in Harrisburg, Pa. Seems this can is extremely rare.

THE WILLIAM B. CHRISTENSEN

Conetop Can Award

19



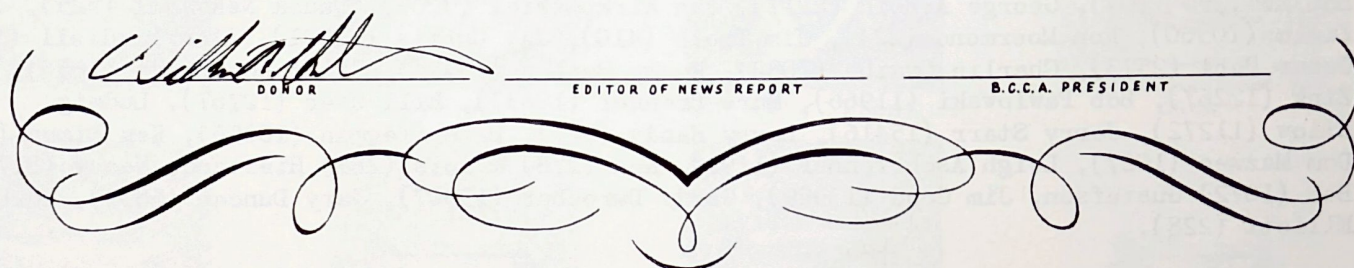
78

presented to

??

*for the best article to appear in the B.C.C.A. News Report during the current year.
This award is a small gesture of appreciation for the pleasure and knowledge you
have given to thousands of collectors with your excellent article*

??



The above is a reduced reproduction of the "William B. Christensen Conetop Can Award" certificate. This will be presented along with a conetop can to the writer of the best original article used in the News Report from Sept. 1977 thru July 1978. In this issue Larry Handy's #947 article on page 19 will be in contention this year. Purpose is to stimulate your participation in the BCCA.

For All It's Worth

Beware of GOLDHOFF, JORDAN, THRIFTY and MALT MARROW. These are just some of the brands that appeared to be so rare that few major collections had these cans in them. Suddenly, there appears to be numerous ones for sale or trade.

Of those brands mentioned above, I recently picked up a Malt Marrow in mint condition, but rolled from a sheet. Also available, were other rolled cans in addition to those above. I was told these cans were rolled from sheets that had belonged to an advertising agency, and had only one of each of the brands that they represented.

Now these brands are popping up more frequently, particularly in the Chicago area. Speculation has it that sheets were found or that someone is actually reproducing them. In either case, they are slowly brought out so as to keep their value up.

Now, I am leary about any rolled can and will not give an arm and leg for any as I did with the Malt Marrow.

These rolled type cans are not restricted to Chicago brewery brands either as many obscure Grace Brothers brands are also appearing.

Further speculation has it that while these cans do not have a can company seal on them, they can be legitimately reproduced because of the failure of the previous owners to have them registered in the last seven years. It may be fraud, but only if they are being passed as originals. I've never seen one for sale or trade that actually advertised the can one way or the other so an assumption of genuine would be your fault.

Because of the metal gage, most cans of this type are of latter year vintage.

From the Big Beer Brotherhood Rustic News

BRAND CHANGES BRAND CHANGES

by Jim McCoy #136

Good news for collectors of near beer cans! This issue's column contains information on six cans (five that are new) that you'll soon be able to add to your collections. However, you'll have to be prepared to encounter some difficulty in acquiring some of these cans. Most are apparently destined for foreign countries where marketing of non-alcoholic beverages has met with good acceptance. Best you develop a good contact with someone who has connections with Eastern Brewing Company in Hammonton, N.J. as this is the source of most of the near beer cans that are presently being produced.

More good news for those members who have asked that we assign BCCA Guide numbers to new cans listed in the Brand Changes column. Starting with this issue you'll find these numbers for 12 and 16 ounce cans (and quarts should they be issued by U.S. breweries in the future). Elsewhere in this issue you'll find similar numbering information, compiled by Hank Herbst, for all of the U.S. cans that have appeared in Brand Changes since we began running photographs of new cans in September, 1975.

As 1977 draws to a close and we look forward with eager anticipation to what 1978 will bring, I want to once again thank all of our members who have taken the time and effort this past year to keep us posted on new brands and design changes. I've mentioned it before, but I think it bears repeating....without your contributions, this column would not exist! As for this issue's information, thanks are in order for the following collectors: John Ahrens (9), Peggy (10124) & Gene (2004) Migliori, Ray Knisley (877), John Doyle (6275), Marlowe Schlegel (3037), Marcia Butterbaugh (6560), Bob Childers (4639), Walt Wimer (13267), Bob McClure (104), George Arnold (2217), Jan Kirkpatrick (3269), Chuck Nekvasil (525), John Ziola (10360), Ron Moermond (224), Jim Thole (410), Jay Curtis (11521), Alan Birdsell (14063), Oscar Mehl (2573), Charlie Craibe (7082), Rusty Butler (13444), Clint Leonhardt (1653), Mike Zink (12267), Bob Pawlowski (11966), Marc Brenner (10833), Bill Oser (12767), Ludwig Bilow (11272), Jerry Starr (15416), Larry Handy (947), Dave Stegman (10856), Ken Simon (10269), Dom Mazzeo (1027), Leigh Aschbrenner (1192), Ken (218) & Lois (288) Hiestand, Nancy (8172) & Bob (1072) Gustafson, Jim Good (13929), Gordy Durocher (13307), Gary Duncan (6839), Herb Elliott (228).

ABC ALE (Eastern) shows their contents as .35 L rather than .35 ML as indicated in the November-December issue.

ABC BEER (Eastern) shows their contents as 354 ML rather than .35 ML as indicated in the November-December issue.

ANDY'S BEER (August Schell) is reported to be ready to make its appearance shortly.

AUGSBURGER DARK BEER (Jos. Huber) is rumored to be under consideration for introduction during the early part of the year when the various bock beers hit the market.

FC 11 BILLY BEER (Falls City), introduced in November in an aluminum can, is now being marketed in an extruded steel can with the rocket bottom.

BILLY BEER (Cold Spring) is now out by this brewery in a straight sided steel can. Rumors indicate that Pearl and West End have acquired rights to produce this beer.

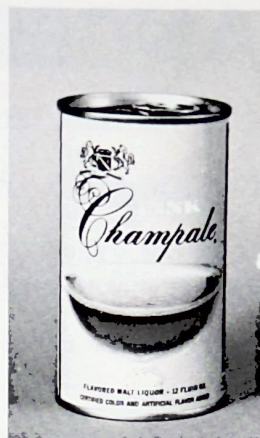
PIT 94 BRICKSKELLER BEER (Pittsburgh) and their "vanishing" Texas Red Wolf can soon will be available in plentiful quantities for collectors. Seems as though some 60% to 70% of these cans mysteriously disappeared somewhere between the manufacturing of the cans and their delivery. Through efforts of the BCCA and the Brickskeller Saloon, almost 40,000 of the Texas Red Wolf cans will be run in the near future. Also, it has been announced that three more endangered species cans will be added to the set.



LS 16



1.



CHP 2



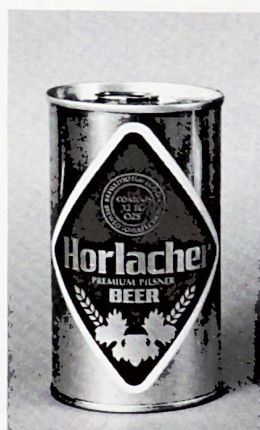
GEN 66



GS 4



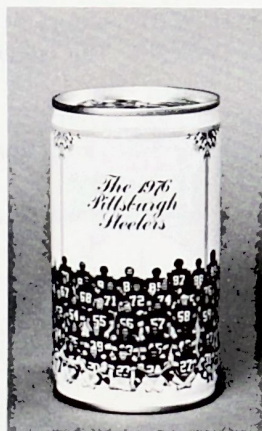
GEN 67



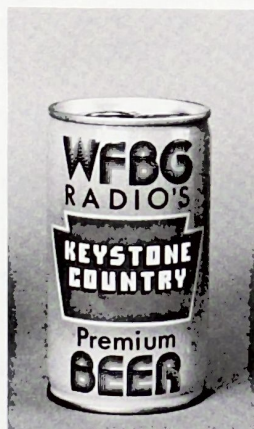
HOR 13 Front



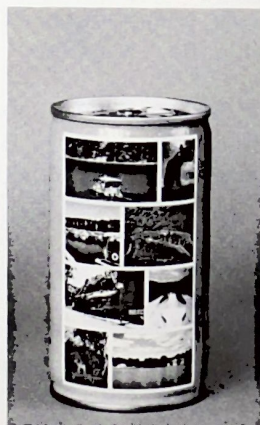
Back



PIT 101



PIT 102 Front



Back



ER 16



MLR 31



WK 4



WK 5 Front



Back

BRAND CHANGES BRAND CHANGES

BRICKSKELLER SALOON STYLE BEER (Pittsburgh) is being redesigned.

BRICKSKELLER SALOON STYLE LAGER (Pittsburgh) is being redesigned.

LS 16 BUCKHORN BEER (Lone Star) is now being marketed in an all aluminum can with the contents being shown as 355 ml and 12 FL. OZ.

1. BUDWEISER LAGER BEER (Anheuser-Busch), mentioned last issue, shown this issue.

CHP 2 CHAMPALE MALT LIQUOR (Champale) is now being produced as a flavored malt liquor. The color of the can as well as the contents are pink.

DU BOIS DARK BEER (Pittsburgh), a name from the past that has been acquired by this brewery, will reportedly go on the market in early 1978.

GEN 66 FALSTAFF FINE LIGHT BEER (General), mentioned in the September-October issue, shown this issue.

FITGER'S BEER (Cold Spring) is going to be revived by this brewery and should be on the market by the first part of February if all goes according to plan.

GYR 2 FRANKENMUTH DARK BAVARIAN BEER (Geyer Bros.) is beginning to turn up in unknown quantities. The cans have been found by taking the paint off IROQUOIS DRAFT cans from the Erie Brewing Co. Evidently, when Geyer decided not to market the can, the can company redid the blanks by just painting over the FRANKENMUTH DARK BAVARIAN BEER cans. The way to tell is to look at the seam. If there is a strip of black next to the strip of blue that borders the IROQUOIS DRAFT can, there is probably another can underneath it. People have been finding old SCHMIDT cans, old soda cans, and a batch of the FRANKENMUTH DARK cans after they remove the paint.

GS 4 GARDEN STATE BILOW LIGHT BEER (Garden State) is now out with a new color scheme. The central design of the can is orange and the diagonal stripes are green and white. After 10,000 cases are produced with these colors, the colors will be changed. According to Ludwig Bilow, this is the "first fluorescent tin plate to be produced."

GEN 67 GOLDEN CROWN BEER (General) is now out in an extruded steel can with a slight change in the gold color.

HANLEY LAGER BEER (Falstaff) is now out in an extruded steel can with a red band around the bottom of the can.

CLL 11 HARRY'S WHITE LABEL MALTA (Colonial) is one of the new near beers from Hammonton, N.J. Complete with Vitamin B-complex added (shades of Schlitz Vitamin D!), you'll note the strong similarity of design with the CARLING BLACK LABEL BEER can. Rumors indicate this can might be exported to Nigeria.

HOR 13 HORLACHER PREMIUM PILSNER BEER (Horlacher) has commemorated their 85th anniversary with a can similar to their previous black and gold can. The words, PREMIUM PILSNER BEER and the silhouetted hops are printed in gold rather than white as was done on the previous can.

PIT 101 IRON CITY PREMIUM BEER (Pittsburgh) has come out with a commemorative can saluting the 1976 (not 1977) Pittsburgh Steelers. The photograph is different from the one shown on the IRON CITY BEER can.

KATZ PREMIUM BEER (James Hanley) is now on the market by this brewery in an extruded steel can.



CRN 10



EA 30



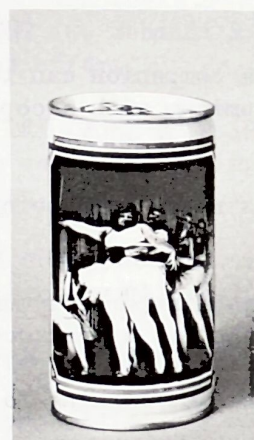
PIT 103 Front



Back



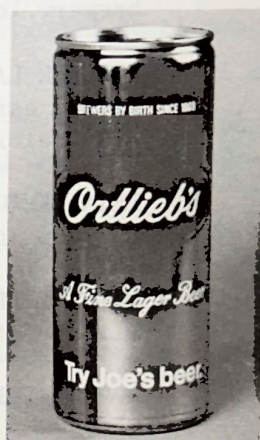
PIT 104 Front



Back



ORT 29



ORT 30



SCH 18



2.



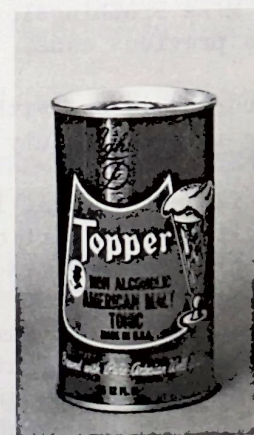
STA 1



EA 31



CRN 11



EA 32 Front



Back



CLL 11

BRAND CHANGES BRAND CHANGES

KEGLE BRAU (Cold Spring) is rumored to be considering marketing this brand in gallon cans again. Wonder if any other American breweries have similar thoughts? Could open up a whole new area of collecting activity for many collectors who got started in the hobby too late.

PIT 102 KEYSTONE COUNTRY PREMIUM BEER (Pittsburgh) is the second beer to make its appearance this year promoting a radio station--this one WFBG (the first one was WEIR). The backside of the can features some beautiful full-color shots of scenic Pennsylvania.

KNICKERBOCKER NATURAL BEER (Rheingold) has been acquired by C. Schmidt & Sons, but continues to carry the Rheingold Brewery name. Philadelphia has been added as a brewery location.

ER 16 KOEHLER LAGER BEER (Erie) is now out in a companion can to their PILSNER BEER issued earlier this year. The can is aluminum with a copper, red, silver and blue color scheme.

LEINENKUEGEL BOCK (Jacob Leinenkuegel) is reportedly being considered for introduction in early 1978.

MADRE BEER (Pittsburgh) is another new brand reportedly under development by Pittsburgh Brewing that is supposed to make its appearance in 1978.

MATT'S PREMIUM (F X Matt) has added the U.P.C. marking to their cans.

MLR 31 MEISTER BRAU PREMIUM DRAFT BEER (Miller) might be showing up in this style can before too long (the one that was photographed is a brewery air can). It is a crimped steel can with a gold, white, red and brown color scheme.

WK 4 MILWAUKEE BRAND MALT BEVERAGE (Waukee) is another near beer out of Hammonton. Whether or not this can is to be exported is unknown at this time.

WK 5 MILWAUKEE BRAND PREMIUM BEER (Waukee) is reportedly being produced for Israel. One side of the can is printed in English while the other side is in Hebrew. This can comes from Hammonton, N.J.

CRN 10 NATIONAL BOHEMIAN ALL NATURAL LIGHT BEER (Carling National) is a redesign of their previous can. While the design of the two cans is similar, significant changes have been made. Probably most noticeable is the reappearance of Mr. Boh.

PIT 103 OLDE FROTHINGSLOSH PALE STALE ALE (Pittsburgh) has introduced the third can in their current series. This can features Miss Frothingslosh reclining on a bearskin rug. Same colors as used on the previous cans.

PIT 104 OLDE FROTHINGSLOSH PALE STALE ALE (Pittsburgh) is out with can number four. This one pictures our fair lass ballet dancing in a big beauty contest.

EA 30 OLD GERMAN BRAND MALT BEVERAGE (Eastern) is another dual language can out of Hammonton. One side of the can is in English while part of the other side is in French. There is some speculation that this near beer is headed for Canada.

ORT 29 ORTLIEB'S BEER (Henry F. Ortlieb) is now marketing can number four in their Americana Collection series. This one is a salute to firefighters. Like the previous cans, this presumably will be available in the 16 ounce size. The Fairmount Trolley and Italian Market cans are in limbo now, but should eventually be issued.

BRAND CHANGES BRAND CHANGES

ORT 30 ORTLIEB'S FINE LAGER BEER (Henry F. Ortlieb) has come out with a totally redesigned 16 ounce can. It is an extruded steel can with red and white on a gold background. The phrase, "Try Joe's beer", might be Ortlieb's answer to BILLY BEER.

PABST BLUE RIBBON BEER (Pabst) is now being marketed in an all aluminum can.

PETER HAND SELECT BEER (Peter Hand) is rumored to be in the development stages.

PRIMO BEER (Jos. Schlitz) is now being brewed on the mainland and test-marketed in six areas including Hartford, Cedar Rapids and some parts of North Carolina. A source indicating that the labeling makes clear that the beer is brewed on the mainland, would seem to dictate that certain label changes be made.

PRIOR DOUBLE LIGHT (C. Schmidt & Sons), a low calorie beer, is rumored to be headed for a test market effort.

RHEINGOLD EXTRA DRY LAGER BEER (Rheingold) has been acquired by C. Schmidt & Sons, but continues to carry the Rheingold Brewery name. Philadelphia has been added as a brewery location.

RHINELANDER BOCK BEER (Jos. Huber) might be marketed in its own specially designed can if current thinking materializes.

SCH 18 SCHAEFER BEER (F&M Schaefer) has adopted their new design for their one pint can.

SCHLITZ BEER (Jos. Schlitz) is now out in a 14 ounce can.

2. SCHLITZ LIGHT BEER (Jos. Schlitz) is now available in an 8 ounce aluminum can.

SCHMIDT DRAFT BEER (G. Heileman) has replaced the word DRAFT with DRAFT BREWED.

SIERRA BEER (Pittsburgh) is reportedly in the development stages at this time and will be introduced to consumers in 1978.

STA 1 STAG BEER (Stag) is now on the market with this brewery name. The brand name has been enlarged slightly and 355 ml and the U.P.C. marking added to the can.

EA 31 STEINBRAU LIGHT MALT BEVERAGE (Eastern) is another can that near beer collectors can look for. In both English and French, the can might be exported to Canada.

TIGER MALTA (C. Schmidt & Sons) is being brewed for export to Nigeria.

EA 32 TOPPER AMERICAN MALT TONIC (Eastern), another new near beer, has one side printed in English and the other in Arabic--apparently headed for Saudi Arabia.

CRN 11 TUBORG GOLD BEER (Carling National), mentioned last issue, shown this issue.

WISCONSIN CLUB PREMIUM LIGHT BEER (Jos. Huber) has replaced the word PILSENER with the word LIGHT.

ZING NEAR BEER (G. Heileman) has a slight alteration on their can. The phrase, "By King", has been replaced with, "By Heileman".



BEER CANS DON'T LITTER.. PEOPLE DO!



NEW IDENTIFICATION CAN CODES

The following list is new BCCA identification code numbers for cans that have been produced since the Guide to United States Beer Cans was published by the BCCA. Column one: Brand. Column two: New code number. Columns three and four: News Report in which can is photographed.

BRAND NAME	BCCA CODE #	VOLUME	PAGE LOCATION	BRAND NAME	BCCA CODE #	VOLUME	PAGE LOCATION
Fisher	GEN-28	V #5	9-3	Grain Belt	HMN-41	VI #5	
Fox Head	EA-11	V #5	9-4	Iron City	PIT-66	VI #5	21-6
Lucky Continental	GEN-45	V #5	9-6	Iron City	PIT-67	VI #5	21-7-8
Regal Select	GEN-46	V #5	9-11	Iron City	PIT-68	VI #5	21-9-10
102 (16-Oz.)	GEN-47	V #5	8-1	Imperial Pilsener	HOR-11	VI #5	21-11-12
Buffalo	BW-15	V #6	41-1	Koehler	ER-12	VI #5	23-1
Gablinger	FRI-6	V #6	41-2	Lucky	GEN-53	VI #5	23-2
Genesee	GSE-18	V #6	41-3	Ortlieb	ORT-21	VI #5	23-3
Time Saver	HAN-7	V #6	40-2	Ortlieb	ORT-22	VI #5	23-4
Light	HDP-8	V #6	41-5	Ortlieb	ORT-23	VI #5	23-5
Ortlieb	ORT-4	V #6	41-7	Oyster House	PIT-69	VI #5	23-6
Ortlieb	ORT-9	V #6	41-8	Point	SPT-3	VI #5	23-7
Pearl	PRL-27	V #6	41-10	Point	SPT-4	VI #5	23-8
Pearl	PRL-28	V #6	41-11	SGA	HMN-49	VI #5	23-9
Pearl	PRL-29	V #6	41-12	Triumph	HMN-51	VI #5	23-10
Colt 45	NAT-15	VI #1	43-1	Tech	PIT-84	VI #5	23-11
Gablingers	FRT-7	VI #1	43-2	Ballantine	GEN-54	VI #6	23-12
Gambrinus Gold	PIT-100	VI #1	43-3	Chippewa Pride	LNK-5	VI #6	37-1
Giant Food	LN-1	VI #1	43-4	Drummond Bros.	FC-9	VI #6	37-2
Falstaff	FA-26	VI #1	43-5	Falls City	FC-10	VI #6	37-3
Ortlieb	ORT-12	VI #1	43-6	Goetz	PRL-30	VI #6	37-4
Ortlieb	ORT-13	VI #1	43-7	Horlacher	HOR-12	VI #6	37-5
Piels	PL-16	VI #1	43-8	Iron City	PIT-70	VI #6	37-6
Schlitz	SZ-20	VI #1	43-9	Iron City	PIT-71	VI #6	37-7-8
Tiger	STC-24	VI #1	43-10	Iron City	PIT-72	VI #6	37-9-10
Yuengling	YU-11	VI #1	43-11	Koehler	ER-13	VI #6	37-11-12
Amana	CS-17	VI #2	23-1	Lucky	GEN-55	VI #6	37-13
Gibbons	LN-9	VI #2	23-3-4	Miller	MLR-28	VI #6	37-14
Gibbons	LN-10	VI #2	23-5-6	9-0-5	HMN-52	VI #6	37-15
Gibbons	LN-11	VI #2	23-7-8	Old Crown	HDP-18	VI #6	37-16
Kodiak	STC-26	VI #2	24-1	Ortliebs	ORT-24	VI #6	39-1
Lucky	GEN-48	VI #2	24-2	Peter Hand	HDP-23	VI #6	39-2
Meister-Brau	MLR-16	VI #2	24-3	Reading	STC-30	VI #6	39-3
Ortlieb	ORT-16	VI #2	24-4	Rolling Rock	LTB-5	VI #6	39-4
Ortlieb	ORT-17	VI #2	24-5-6	Rolling Rock	LTB-6	VI #6	39-5
Ortlieb	ORT-18	VI #2	24-7	Rolling Rock	LTB-7	VI #6	39-6
Reading	RDG-10	VI #2	24-8	Schells	SL-5	VI #6	39-7
Shiner	SPZ-3	VI #2	24-9	Schlitz	SZ-35	VI #6	39-8-9
Stegmaier	LN-12	VI #2	24-10	Schmidt	STC-31	VI #6	39-10
Breunigs	WLW-6	VI #3	27-1	Schmidt	STC-32	VI #6	39-11
Bubs	WLW-7	VI #3	27-2	Schmidt	STC-33	VI #6	39-12
Master Brew	WLW-8	VI #3	27-3	Tuborg Gold	CRN-1	VI #6	39-13
Old Timers	WLW-9	VI #3	27-4	Yuengling	YU-12	VI #6	39-14
Ballantine	FA-27	VI #3	27-5	Acme	BW-20	VII #1	39-15
Ballantine	FA-38	VI #3	27-6	Blatz	HMN-53	VII #1	15-1
Burgie	PBT-39	VI #3	27-7	Burgemeister	PBT-40	VII #1	15-2
Heritage House	GEN-65	VI #3	27-8	Country Tavern	PRL-31	VII #1	15-3
Hudepohl	HUD-9	VI #3	28-1	Falstaff	FA-32	VII #1	15-4
Iron City	PIT-56	VI #3	28-3	Falstaff	GEN-56	VII #1	15-5
Koehler	ER-9	VI #3	28-4	Hamm's	HM-25	VII #1	15-6
Narragansett	FA-29	VI #3	28-5	Hauenstein	HMN-54	VII #1	15-7
Ortlieb	ORT-14	VI #3	28-6	Light	HMN-55	VII #1	15-8
Ortlieb	ORT-15	VI #3	28-7	Hi Brau	HBR-15	VII #1	15-9
Reading	RDG-8	VI #3	28-8	Iron City	PIT-73	VII #1	15-10
Reading	RDG-9	VI #3	28-9	Iron City	PIT-74	VII #1	15-11
Schmidts	STC-25	VI #3	28-10	Kingsbury	HMN-56	VII #1	15-12
Seven Springs	PIT-59	VI #3	28-11	Lammer's	WLW-11	VII #1	15-13
Tech	PIT-64	VI #3	28-12	Light	ER-14	VII #1	15-14
Brew II	HOR-10	VI #4	27-1	Lucky	GEN-57	VII #1	15-15
Falstaff	FA-47	VI #4	27-2	Mark V	PIT-75	VII #1	15-16
Falstaff	FA-30	VI #4	27-3	Neuweiller	NEU-10	VII #1	17-1
Falstaff	FA-31	VI #4	27-4	9-0-5	PIT-76	VII #1	17-2
Koehler	ER-10	VI #4	27-5	Old Chicago	HDP-30	VII #1	17-3
Iron City	PIT-65	VI #4	27-6-7	Old Chicago	HDP-31	VII #1	17-4
Falstaff	GEN-49	VI #4	27-8	Olde Frothingslosh	PIT-77	VII #1	17-5
Koehler	ER-11	VI #4	28-1	Old Export	PIT-78	VII #1	17-6
Liebotschaner	LN-13	VI #4	28-2	Primo	SZ-40	VII #1	17-7
Lucky	GEN-50	VI #4	28-3	Prinz Brau	PZB-1	VII #1	17-8
Lucky	GEN-51	VI #4	28-4	Prinz	PZB-2	VII #1	17-9
Lucky	GEN-52	VI #4	28-5	Rhineland	HBR-19	VII #1	17-10
Ortlieb	ORT-19	VI #4	28-6	Robin Hood	PIT-79	VII #1	17-11
Ortlieb	ORT-20	VI #4	28-7	Schmidts	STC-34	VII #1	17-12
Schmidts	STC-27	VI #4	28-8	Walters	WLW-12	VII #1	17-13
Schmidts	STC-28	VI #4	28-9	Wisconsin Club	HBR-20	VII #1	17-14
Walters	WLW-10	VI #4	28-10	Gold Label	HBR-22	VII #1	17-15
Wisconsin Premium	HMN-4	VI #4	28-11	Acme	BW-21	VII #2	17-16
Bergheim	STC-29	VI #5	21-1	Acme	BW-22	VII #2	15-1
Falls City	FC-8	VI #5	21-2	Anheuser-Busch	AB-15	VII #2	15-2
Fyfe & Drum	GSE-19	VI #5	21-3	Black Label	CRN-2	VII #2	15-3
Gablingers	FRT-8	VI #5	21-4	Colt 45	CRN-3	VII #2	15-4
Grain Belt	HMN-35	VI #5	21-5	Coors	COR-8	VII #2	15-5

BRAND NAME	BCCA CODE #	VOLUME	PAGE LOCATION	BRAND NAME	BCCA CODE #	VOLUME	PAGE LOCATION
Falstaff	FA-33	VII #2	15-7	Point View	PIT-81	VII #4	15-12
Falstaff	FA-34	VII #2	15-8-9	Premium	PIT-82	VII #4	15-13-14
Falstaff	GEN-58	VII #2	15-10	Quittin Time	PRL-32	VII #4	15-15
Fischer's	GSH-5	VII #2	15-11	Rainier	RNR-14	VII #4	15-16
Gibbons	LN-14	VII #2	15-12	Rheingold	RHG-5	VII #4	17-1
Grain Belt	HMN-57	VII #2	15-13	Robin Hood	PIT-83	VII #4	17-2
Special Export	HMN-58	VII #2	15-14	Schell's	SL-9	VII #4	17-3
Huber	HBR-24	VII #2	15-15	Schmidt's	STC-38	VII #4	17-4
Iron City	PIT-80	VII #2	15-16	Schmidt's	STC-39	VII #4	17-5
Liebotschaner	LN-15	VII #2	17-1	Topper	EA-28	VII #4	17-6
Lucky 96	GEN-59	VII #2	17-2	White Bear	WLW-19	VII #4	17-7
Narragansett	FA-35	VII #2	17-3	Anheuser-Busch	AB-38	VII #5	19-1
Oly Gold	OLY-8	VII #2	17-4	Ballantine	FA-43	VII #5	19-2
Ortliebs	ORT-25	VII #2	17-5-6	Bartels	LN-16	VII #5	19-3
Piels	PL-17	VII #2	17-7	Berghoff	PRL-33	VII #5	19-4
Schaefer	SCH-12	VII #2	17-8	Buckhorn	LS-13	VII #5	19-5
Schmidts	STC-35	VII #2	17-9	Budweiser	AB-39	VII #5	19-6
Schmidts	STC-36	VII #2	17-10	Buffalo	BW-23	VII #5	19-7
Altes	CRN-4	VII #3	16-1	Falstaff	GEN-61	VII #5	19-8-9
Cooks	HMN-59	VII #3	16-2	Fisher	GEN-62	VII #5	19-10
Dixie	DX-6	VII #3	16-3	Gablinger	FRT-9	VII #5	19-11
Fishcer	FSH-6	VII #3	16-4	Goebel	GBL-7	VII #5	19-12
Light	HMN-60	VII #3	16-5	Koehler	ER-15	VII #5	19-13
Hudepohl	HUD-10	VII #3	16-6	Lone Star	LS-14	VII #5	19-14
Olympia	OLY-9	VII #3	16-7	Mark V	PIT-84	VII #5	19-15
Polaski Piwo	FA-36	VII #3	16-8-9	Narragansett	FA-44	VII #5	19-16, 21-1
Red Cap	CRN-5	VII #3	16-10	Narragansett	FA-45	VII #5	21-2
Schells	SL-8	VII #3	16-11	Narragansett	FA-46	VII #5	21-3
Bavarian	STC-37	VII #3	16-12	Olde Frothingslosh	PIT-85	VII #5	21-4-5
Shiner	SPZ-4	VII #3	16-13	Olde Frothingslosh	PIT-86	VII #5	21-6-7
Shop-Rite	OD-14	VII #3	16-14	Pearl	PRL-34	VII #5	21-8
Sterling	HMN-61	VII #3	18-1	Players	MLR-30	VII #5	21-9
Sterling	HMN-62	VII #3	18-2	Schells	SL-10	VII #5	21-10
Sterling	HMN-63	VII #3	18-3	Great American	GEN-63	VII #5	21-11
Sterling	HMN-64	VII #3	18-4	Wiedemann	HMN-79	VII #5	21-12
Sterling	HMN-65	VII #3	18-5	Augsburger	HBR-25	VII #6	37-1
Sterling	HMN-66	VII #3	18-6	Black Horse	BLH-1	VII #6	37-2
Sterling	HMN-67	VII #3	18-7	Billy	FC-11	VII #6	37-3
Sterling	HMN-68	VII #3	18-8	Brickskeller	PIT-87	VII #6	37-4A
Sterling	HMN-69	VII #3	18-9	Brickskeller	PIT-88	VII #6	37-4B
Sterling	HMN-70	VII #3	18-10	Brickskeller	PIT-89	VII #6	37-4C
Sterling	HMN-71	VII #3	18-11	Brickskeller	PIT-90	VII #6	37-4D
Sterling	HMN-72	VII #3	18-12	Brickskeller	PIT-91	VII #6	37-4E
Sterling	HMN-73	VII #3	18-13	Brickskeller	PIT-92	VII #6	37-4F
Sterling	HMN-74	VII #3	18-14	Brickskeller	PIT-93	VII #6	37-4G
Sterling	HMN-75	VII #3	18-15	Brickskeller	PIT-94	VII #6	37-4H
Tuborg	CRN-6	VII #3	19-1	Brickskeller	PIT-95	VII #6	37-4I
Walters	WLW-13	VII #3	19-2-3	Brickskeller	PIT-96	VII #6	37-5
Zodiac	HOP-32	VII #3	19-4	Brickskeller	PIT-97	VII #6	37-6
Budweiser	AB-35	VII #4	13-1	Carling 71	CRN-8	VII #6	37-7
Burgie	PBT-41	VII #4	13-2	Chippewa Falls	LNK-6	VII #6	37-8
Busch Bavarian	AB-36	VII #4	13-3	Dunkel Bier	PIT-98	VII #6	39-1
De-Light	GEN-60	VII #4	13-4	Golden Brew	HAN-8	VII #6	39-2
Elm Grove	WLW-14	VII #4	13-5	Iroquois	IRQ-6	VII #6	39-3
Elm Grove	WLW-15	VII #4	13-6	Lone Star	LS-15	VII #6	39-4
Falstaff	FA-37	VII #4	13-7	Master's Choice	DUN-2	VII #6	39-5
Falstaff	FA-38	VII #4	13-8	National Extra	NAT-41	VII #6	39-6
Fort Schuyler	FTS-2	VII #4	13-9	Ortlieb's	ORT-28	VII #6	39-7
Grain Belt	HMN-76	VII #4	13-10	Pabst	PBT-42	VII #6	39-8
Grey Fox	AB-37	VII #4	13-11	Pearl	PRL-35	VII #6	39-9
G B	FA-39	VII #4	13-12	Prinz Brau	PZB-3	VII #6	39-10
Hauenstein	HMN-77	VII #4	13-13	Prinz	PZB-4	VII #6	39-11
Hiedelberg	CRN-7	VII #4	13-14	Red, White & Blue	PBT-43	VII #6	39-12
Heileman	HMN-78	VII #4	13-15	Regal Select	GEN-64	VII #6	39-13
Katz	FA-40	VII #4	13-16	Schmidt	RNR-19	VII #6	39-14
Krewes	FA-41	VII #4	15-1	Schmidt	RNR-20	VII #6	39-15
Lite	MLR-29	VII #4	15-2-3	Oktoberfest	STC-40	VII #6	39-16
Old Heidelberg	FA-42	VII #4	15-4	Steel Valley	PIT-99	VII #6	40-1
Old Timers	WLW-16	VII #4	15-5	Tiger	STC-41	VII #6	40-2
Ortlieb	ORT-26	VII #4	15-6	Topper	EA-29	VII #6	40-3
Ortlieb	ORT-27	VII #4	15-7	Tuborg Gold	CRN-9	VII #6	40-4
Otto's	WLW-17	VII #4	15-8				
Otto's	WLW-18	VII #4	15-9				
Piels	PL-18	VII #4	15-10				
Piels	PL-19	VII #4	15-11				



BEETLE BAILEY



NO SURVIVORS

by Jeff Berg #799

Its been a long, long time since I spouted off about anything. Probably well over a year. Many of you probably never even read the previous articles on buying and selling that sort of caused a big stink, and made me a few enemies.

Well, the battle is over. There are really No Survivors (with apologies to Will Henry). The issue of buying and selling, to speak of it, is like beating a dead horse. Enough said. So, we will switch our gunsights to another more prevalent subject that will send our club and our hobby down hill even more. Apathy.

I have never seen a bunch of more apathetic people than those that belong to BCCA. How about a few exampes?

A) In Kansas City, about 450 of the 1100 members attending showed up for the business meeting. That is less than 50% who even gave a damn about what happened to the club. After all, a Convention is just for trading cans, isn't it.

B) Various surveys run by the BCCA and/or the News Report. Most recent example, was that of how many cans you thought were in BCCA's collections. A whopping total of 249 people took the time to send in what they thought was the correct answer. A FREE year's membership dues were even offered. Why, with 10,000 members, that's 2.5%.

C) Various chapter functions. I would safely say that most swap meets are planned and organized by the same group of people time after time.

The list is undoubtedly endless.

But, again, this is probably just a waste of my time and typewriter ribbon to try and get the point across. Because I will bet that only about 20% of the BCCA membership will even read this. Few, if any more of you get past the Brand Changes Column. After all, thats what beer can collecting is all about, huh?

So, the next time you are thinking about bitchin' and a-twitchin' about something in this club, think about it for a minute. If you have never done any work for it, then just shut the hell up. If you have done some work, you are aware of how the few that make it go try to keep it going.

And for the handful of us who REALLY care what is going on, and how futile it might seem, keep the last bullet for yourself, cause in a few years, you will probably need it.

Oh yeah, one last word on buying and selling after all. The News-Report staff received a letter from a rather irate person. Seems the guy had BORROWED \$1000 to purchase a set of 007's from a can dealer. All he wanted was one nice set in his small collection. And all he got was a cancelled check for the El Grando. No 007's or anything.

At least try and learn to be careful about who you deal with!!

CANVENTION HITS AIR POCKET

conetop blows it's lid

By Jimx Reed #5027

My Convention plan would eliminate many of the problems we have encountered previously. There would be no long driving, no shipping of cans, no hotel reservations and no elevators! We merely travel to the nearest airport and board a BCCA plane and trade on the fly! You Must Wear Your BCCA Convention Badges at all times as airport security guards will be checking.

Under my plan when you are "traded out" on one flight you simply get off at the next stop and board the next plane. You may drop your wife off at the city of her choice for tours and shopping.

The Flagship will be the National Hospitality Room. Register and pick up your Convention cans here. (Air-filled, of course).

There will be a Miss Beer Can aboard every flight for autographs, photos, etc. We will have stops in all previously frustrated cities such as Houston, Niagara Falls, St. Louis, Casper, etc. Tours will be conducted at all breweries! There will be in-flight closed TV for voting, veiwing of displays, awards, can towers, can throwing and the banquet speeches. See a specially taped showing of Lew Cady making a trade without opening eyes!

Now, some of you may be afraid of flying (although I can't believe anyone who could brave the snakes and rats of dumping could be!) - so just set up your table at the airport to catch the rest of us between flights.

One precaution - Perhaps we shouldn't allow the Tontines to all get on the same plane.

I'm sure sponsors could be found such as Jet Malt Liquor, Cloud Nine, Miller High Life or Hamm's (sky blue water). Of course, I realize my plan will take a lot of coordination and some details (i.e. financing) will have to be worked out later, but remember my slogan - "Trade your Zing on the wing!"

IF IT'S RUSTED IT CAN BE TRUSTED

supply corner

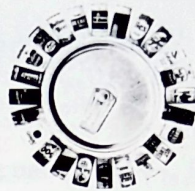
41

BCCA IRON-ON



Beer Can Collectors of America®

Make your own T-Shirt on your favorite fabric & color with the new BCCA official iron-on. Design comes in black & red, 10 inches x 10 inches. \$1.00 each postpaid



\$4.00

THE BEER CAN

a complete guide to beer can collecting

"The Beer Book" written by our own members about our hobby.

THE BEER CAN COLLECTORS OF AMERICA

\$6.00



GUIDE TO UNITED STATES BEER CANS

"BCCA Guide to U.S. Beer Cans." Over 2700 different cans individually photographed.

Save \$1.00

Buy both books for \$9.00 and save \$1.00

CANVENTION VII COMMEMORATIVE CAN

The official can available only to those members who did not receive one at the national convention. (1 only per member). Only 5,000 manufactured!



CLIP AND ORDER

All prices include postage & handling

Mail your check (no cash) to:

BEER CAN COLLECTORS OF AMERICA
Attn: Supplies Chairman
747 Merus Ct.
Fenton, Missouri 63026

Checks should be made out to BEER CAN COLLECTORS OF AMERICA. Allow four weeks for delivery.

ITEM	QTY.
Iron-on, \$1.00 ea.	_____
Guide to U.S. Beer Cans, \$6.00 ea.	_____
The Beer Book, \$4.00 ea.	_____
Guide to U.S. Beer Cans and The Beer Book, \$9.00	_____
Canvention VII Can, \$3.00 ea. (1 only per member)	_____
News Report 3-ring binders, 2 for \$5.00	_____
Window Decals, 3 for \$1.00	_____
Embroidered Emblems, \$1.00 ea.	_____

Back Issues:

All back issues of the NEWS REPORT are available to members. 1971, 1972, & 1973 issues are 50¢ each. 1974 to present are \$1.00 each.

Circle issues wanted:

1971 - Mar, Jun, Sep, Dec
1972 - Mar, Jun, Sep, Dec
1973 - Jan, Mar, May, Jul, Sep, Nov
1974 - Jan, Mar, May, Jul, Sep, Nov
1975 - Jan, Mar, May, Jul, Sep, Nov
1976 - Jan, Mar, May, Jul, Sep, Nov
1977 - Jan, Mar, May, Jul, Sep, Nov

NAME _____ BCCA# _____
STREET _____
CITY _____
STATE _____ ZIP _____

amount enclosed \$ _____

Board Meetings

Board Meeting Sept. 29, 1977

by Bob Corbett #3235

1. President Jim Thole reported that we signed up 4,250 new members last year. We now have over 10,300 active members. #14,716 was the last number assigned prior to the board meeting.
2. Auditor Bob Campbell, #1178, suggested certain changes and improvements in our book keeping procedures. It seems that as we grow larger we need to adopt ever more complex procedures. These new recommended procedures are presently being implemented.
3. Chapter # 95, the Sangamon Valley Chapter of Decatur, Ill. was accepted by the board.
4. Hank Herbst #70, Bill DeClue #2547 and Ron Greenblat #1875 will work on a revamping of the composite list. They will eliminate duplicate listings and the listing of similar brands, breweries and cities. The new composite will list 12 different kinds of brew, one brand name for each type brew made.
5. A Regional Action Committee was formed to respond to seven suggestions presented by the East Coalition of 18 Chapters. This Committee will consist of: Chairman Jim Thole #410; Ray Knisley #877; Dominic Mazzeo #1027; Les Nuernberg #1362; Dan Andrews #2954; Bob McClure #104 and Don Peulecke #2149. This Committee will make recommendations at the Jan. 1978 board meeting.
6. The board voted to select both the 1981 and 1982 Convention sites at the Convention in Milwaukee. This will give a slightly longer lead time for planning and for competing for prime convention sites. As we grow larger and require larger facilities the competition becomes stiffer.

October Board Meeting: Oct. 29, 1977

1. We have an active membership of 11,150 members. The last number assigned prior to the board meeting was #15,345.
2. Chapters #s 96 and 97 were accepted by the board. They are: Uncle Jackson Koehler Chapter, Erie, Pa., and the Playboy Chapter, a chapter at large.
3. Inflation has caught up with the BCCA. For the first time our Convention went into the red, and sizably so. Serious attempts are being made to avoid this difficulty in the future.
4. The board authorized the purchase of a new and larger postage machine for the BCCA office and a photo compositor for the News Report. These are major, but much needed investments.
5. The BCCA will start a library of beer related books. This library will be housed in the BCCA office and a solicitation for donated books is being made.
6. The board voted to revoke the membership of a Western collector for violation of our by-laws regarding the use of the BCCA Rooster for mailing solicitations for beer can sales.
7. In a related action the board voted not to send renewal notices to persons whose names remain on the Fair Warning list.

Beer Can Collectors of America 43

747 MERUS COURT • FENTON, MO 63026

THE BEER CAN COLLECTORS OF AMERICA was founded in St. Louis, Missouri in April, 1970 by six beer can enthusiasts. We now have over 10,000 members in fifty states and in numerous foreign countries. There are no prerequisites for membership in the BCCA, only an interest in collecting beer cans. We have members in almost all walks of life and in every age group.

HERE ARE SOME OF THE BENEFITS OF BELONGING TO THE BCCA:

1. YOU RECEIVE a Composite List showing all canned beer brands held by our members. You can use this as a check list against your own collection.
2. YOU RECEIVE a Roster containing the names & addresses of fellow members. This is most helpful when trading by mail, phone or in person.
3. YOU RECEIVE your official Membership Card which is proof of membership for the year your dues are paid. This card entitles you to all the rights and privileges of a member of the BCCA.
4. YOU RECEIVE an official BCCA Windshield Decal and the BCCA embroidered Emblem.
5. YOU RECEIVE our bi-monthly (6 issues per year) publication BEER CAN COLLECTORS NEWS REPORT, which contains new brand information and numerous articles of interest.
6. YOU RECEIVE a Membership Certificate suitable for framing, signed by the President and Secretary.
7. YOU HAVE THE RIGHT to attend our Annual CANvention. The News Report will contain details about the CANvention which is held yearly in September.
8. YOU RECEIVE a Monthly Want Ad Bulletin containing many possible trades. (A small charge is applied for placing ads. A coupon for one (1) free ad will accompany each new membership.)

We welcome you to join this fast growing, fun loving, club so you may enjoy the fellowship and all the benefits of membership; however, please note, the BCCA is a trading club, and the buying and selling of cans amongst members is strongly discouraged.

DON'T BUY THAT CAN, TRADE FOR IT,

Kit Hall

Kit Hall
Secretary, BCCA

Applicants Please Read By-Laws on Reverse Before Filling Out This Application.

MEMBERSHIP APPLICATION

B.C.C.A. #				
FOR OFFICE USE	NAME (LAST, FIRST, MIDDLE INITIAL)		NAME OF SPOUSE	
	STREET ADDRESS			
	USA OR CANADIAN CITY	STATE	ZIP	<input type="checkbox"/>
	FOREIGN CITY, COUNTRY			<input type="checkbox"/>
	OCCUPATION		YEAR OF BIRTH	
(OC)			(BD)	
			(CT)	(CC)
			NO. OF CANS IN COLLECTION	FOR OFFICE USE

Enclose a check or money order **NO CASH PLEASE** for \$17.00 (\$22.00 for foreign members) to cover initiation fee of \$5.00 and annual member dues for the year 1978 in the Beer Can Collectors of America of \$12.00 (\$17.00 foreign members). \$3.00 of this amount is for a subscription to the Beer Can Collectors News Report for one year. Return this bill form with remittance. Members who join after October 1st will be paid for the balance of the present year plus all of the following year.

Please make check payable to BCCA and mail to: BCCA 747 Merus Ct., Fenton, MO 63026

Brewing era ends in northern N.J.

Rheingold closes Orange plant

ORANGE — The Rheingold brewery closed its gates yesterday, bringing an end to the era of locally brewed beer in northern New Jersey.

The 25-year-old plant halted brewing operations with the sale of its label and plant to C. Schmidt & Sons Inc. of Philadelphia.

The closing, four days after the sale was completed Friday, came as a shock to some 625 brewery workers, who ar-

with one major national brewery, the Anheuser-Busch Budweiser plant in Newark. In all, 19 other regional breweries have closed in northern New Jersey in 40 years.

Was unprofitable

Schmidt's, one of the major brewers in the East, bought Rheingold from the Chock Full O' Nuts Corp. Chock Full O' Nuts gained control of the brewery from Pepsico Inc. in 1974, but said it was never able to make a profit.

A brewery official said Chock Full O' Nuts lost between \$20 and \$25 million trying to keep Rheingold alive.

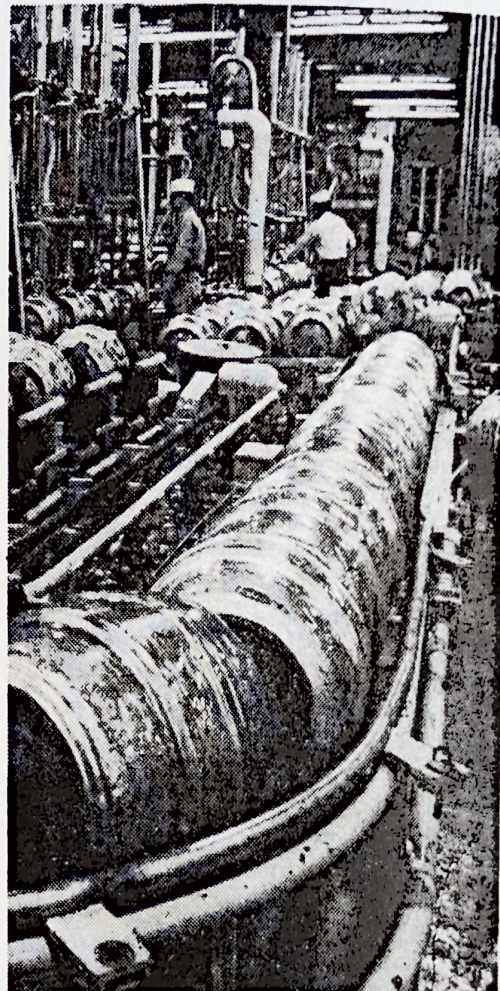
Rheingold closed its plant in Brooklyn early last year and imposed several economy measures to try to save the company. A wage freeze was imposed at the Orange brewery.

Settlement discussed

Officials of three Teamsters Union locals, which represent the workers, met with Chock Full O' Nuts after the sale to discuss a termination settlement.

Cutrone said some beer is left in the vats to be packaged, but there has been no decisions on what to do with it.

Orange officials also said they would meet with Schmidt's officials to discuss the future of the plant. Cutrone said another brewer may want to operate the plant, but there have been no feelers so far.



All is quiet on the keg-filling line.

BUSINESS

rived at the brewery yesterday morning to find signs posted on the gates telling them the plant was not in operation.

Benedict Cutrone, vice-president of manufacturing at Rheingold, said Schmidt's does not have a license to brew beer in New Jersey and has no intention to operate the brewery. Schmidt's reportedly will brew beer under the Rheingold label at its plant in Philadelphia.

Another in a series

"The beer industry has seen a lot of small breweries go under, and this should be considered as one more," Cutrone said.

The closing left northern New Jersey

Driver wins free beer

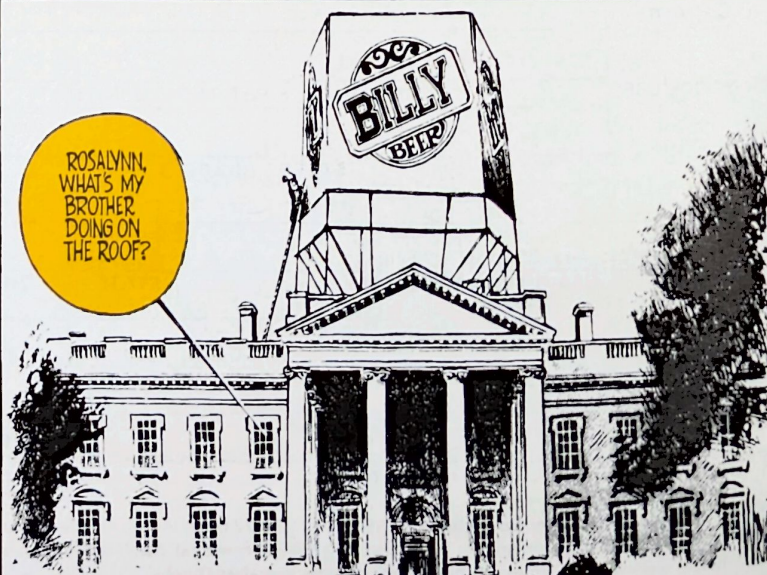
SYDNEY, Australia — An Australian bus driver today began collecting a court award of three mugs of beer a day for the rest of his life.

A judge Wednesday ordered the Captain James Cook Pub in the Canberra suburb of Narabundah to honor a raffle prize John Francis won in 1970 for the free booze.

Actually, the tavern paid up until two years ago. But then Noah's hotel chain sold the establishment and the new owner was unwilling to give the beer away. A thirsty Francis appealed to the courts.

The jurist ordered Noah's to pay \$879.41 for the brew Francis missed and told the new pub owner he must satisfy the man's wants according to the terms of the raffle ticket.

"I've got at least 37 years of beer drinking left in me yet," an exultant Francis said after the decision.



Asbury Park Press, Wed. Nov. 2, 1977

Rheingold Will Close Last Brewery Soon

ORANGE — The brewers of Rheingold beer, victims of a television commercial blitz by larger national companies, say they will close their last remaining plant here in about two weeks.

A steady decline in sales over the past few years has resulted primarily because of the regional brewery's inability to keep up in the advertising market with national brands, company officials say.

"The answer is dollars," says president John Kuhn. "We just don't have the money to spend on advertising that would enable us to compete with the national brands."

"A regional brewery like Rheingold is handicapped by the fact Lite Beer from Miller, for example, can afford to buy dozens of spots on TV during the World Series," he said. "We don't have enough sales or distribution to justify expenditure of such huge sums of money."

Rheingold's troubles stem from the changing taste of today's beer consumer, Kuhn said.

"There's a trend among the younger generation to buy beer brands other than those their fathers' bought years ago," he said. "Times change and so does the public. Right now, we're a victim of that trend."

Rheingold's previous owner was Pepsico Co. Kuhn says Pepsico's decision to get out of the brewery business badly crippled Rheingold's ability to survive.

Rheingold also fell victim to out-dated facilities. "The money just wasn't there to modernize," says Peter Repetti, the company's director of economic development.

"Rheingold kept pouring money in, trying to turn things around, but it did no good. They lost more than \$20 million in the last three years."

Nearly a dozen breweries have folded in North Jersey in the past 20 years. Among them, Breidts in Elizabeth, Doelger in Harrison and Hensler's, Kreuger's, Feifenspan, Hoffman and Ballantine's in Newark.

All succumbed to increased costs.

Rheingold's employees won't have to face the bleak future that confronted 1,000 workers at Ballantine's Newark plant in 1972. When that brewery closed, many employees had difficulty getting their pensions.

Union president Frank Sullivan of Local 843 says an agreement has been reached stating that \$600,000 will be put in an escrow account to be used to satisfy claims any workers may have against the company.



**BUY
the
BEER
not
the
CAN**

THE WALL STREET JOURNAL, Wednesday, Oct. 19, 1977

Schlitz Chief Resigns Amid Slide in Firm's Market Position, Net

By a WALL STREET JOURNAL Staff Reporter

MILWAUKEE—Jos Schlitz Brewing Co. said Eugene B. Peters resigned as president and chief executive officer. Industry sources said he was forced to resign because of the continued slide in Schlitz's earnings and beer-market position.

Schlitz said directors gave chairman D. F. (Jack) McKeithan Jr., 41 years old, the title of chief executive but left the position of president open. Mr. McKeithan was named chairman last November following the death of Robert A. Uihlein Jr., who had been chief executive for 15 years. Mr. Peters, 47, joined Schlitz in 1969 as vice president, finance, became president in 1976 and chief executive after Mr. Uihlein's death.

Mr. Peters's departure came as Schlitz apparently has dropped to No. 3 from No. 2 in beer volume. Recent industry reports indicate fast-rising Miller Brewing Co., a unit of Philip Morris Inc., has edged ahead of Schlitz. Anheuser-Busch Inc. is the industry leader.

Mr. Peters's resignation came after a board meeting in Memphis and coincided with announcement of sharply lower third quarter and nine-month earnings. Third quarter net income plunged to \$6.9 million, or 24 cents a share, from \$17.5 million, or 60 cents a share, a year earlier. Sales declined 14.2% to \$299 million, while beer shipments slumped more than 17% to 5.9 million barrels from 6.9 million barrels a year earlier.

For the nine months, earnings dropped nearly 50% to \$24.6 million, or 85 cents a share, from \$49.1 million, or \$1.69 a share, a year earlier. Nine-month sales slipped 7.6% to \$907.8 million, while beer shipments dropped more than 10% to 17.7 million barrels from 19.6 million barrels a year earlier.

In a statement, Mr. McKeithan said: "We have the resources, the talent and the dedication to move ahead in this extremely competitive industry and we fully intend to do so." Schlitz this year has shaken up its marketing staff in an effort to halt erosion of market share. It's also boosted advertising and other marketing spending.

In commenting on the earnings drop, Mr. McKeithan said it resulted from lower sales volume, underutilization of plant capacity, higher marketing costs, settlement of an antitrust suit and a one-month strike at four can-making plants.



**OXALIC ACID
CAUTION!**

Please be very, very careful when using oxalic acid. It is a violent poison and must be used with caution. Avoid breathing the dust or fumes. Use rubber gloves when handling it. Avoid contact with skin and eyes. In case of contact, immediately flush skin or eyes for at least 15 minutes; for eyes, get medical attention.

Gonna go to Kansas City? I dunno, think our stuff'll trade? Wanna try for the Holiday? Got our reservation in yet? Wadda ya mean, you ain't got the confirmation; been three weeks, ain't it? Wanna try to charter a plane or bus to KC? Sounds great, how many people we need? Think we can get 30? What's lethargic mean? Wanna drive your van down and share expenses? You wanna leave WHEN? How about we leave Wednesday night at 11 instead? ... Ready to go? Wanna beer? Is that ALL you're takin? Wadda ya mean, plus 25 cases of Schells? WHAT hospitality room? This thing look like a semi to you? What's the best way to I-35? Wanna beer? We just got started, wadda ya mean you're hungry? Feel better now? Wanna drive for awhile? Wanna beer? You gotta go again? We almost there? Which exit ramp? Why didn't ya turn the windshield wipers on? ... Who's gonna check in? Think we can park near an elevator? Where's the two-wheeler? Think we'll get all this stuff up in three trips? Where's the elevator? I don't have the key, do I? Hey, nice room huh? You wanna get the ice before it's gone? Think 10 cases on ice is enough? You SURE that 30 gallon garbage can ain't gonna leak? Hey, how ya been? Bring any good stuff with ya? Wadda ya need for that one? Wanna beer? Got patches for sale, huh? Catch ya later, OK? Wanna beer? I'm beered out, how about you? Wanna go eat? ... Where the hell is a waitress? Ya ever pay that much for a burger before? Ya got any Roloids? Wanna check out those three places up the street? Hi, big boy, wanna date? A buck and a half for a beer? Wanna head back to the hospitality room? Wadda ya want, Schlitz or Bud? Noisy, huh? Wanna call it a day? Ya leave a call for 7? ... Already? Wanna beer? Wanna eat and then head for the auditorium? ... Wow, this place is really big, huh? Where the hell is table FH13? Hi buddy, makin any trades? Think we oughta move around instead of standin here at the table? Hey guy, haven't seen you since Denver, how ya been? Wadda ya want for the Tivoli? Ya sure that's enough? Will ya watch my cart while I get a beer and hot dog? A buck for beer? Hey, where'd ya get the Karls? Did he trade tough? He took WHAT? What time is it? I gotta get ready for the meeting tonight, wanna head back? ... Where's the elevator? Ya got the key? Wanna beer? Get more ice, will ya? I'm beat, how about you? Want first shower? Damn, can I borrow your toothpaste? Get the door, will ya? Hey, how ya doin, wanna beer? That's a new can, ain't it? Got the red wolf yet? See anything else ya want? How about tradin six-packs later? What room ya in? Catch ya after the meeting, OK? ... I'm sure glad I'm not stayin here at the Phillips; hot in here, huh? Ready to start? Wadda ya think about regional representation? Seems to me if a guy is interested in servin on the board HE oughta pay for his own travel, right? 94 chapters now, huh? How come my newsletter is always late? No chance of getting chapter reports back in the newsletter, huh? I like the new format, too, but why can't we have more coverage for major events? OK, you're the editor, but what the hell are Dead Sheep Hunts and Guzzle 'n Twirls? Why can't ya sell advertising space in the newsletter? What about major cities bidding for our conventions instead of us goin beggin for convention sites? What about separate want ads every 45 days? Do I hear a motion to adjourn? Wanna hit the hospitality room? ... Geez, did you see that outfit? Band ain't as good as last night, is it? Noisy, huh, wanna do some room hoppin? C'mon in, wanna beer? Get any good cans today? Ya see all that mint stuff on the floor? What ya give for that one? He have any more? You got any aspirins? One more beer then we eat, OK? ... Ya hear about the riot squad up at the corner last night? They're sure out tonight, ain't they? Wanna hit the same greasy spoon? God, can't nobody in Kansas City cook! Not many flies though, huh? Wanna head back? ... Did you take the last Roloids? Wanna get more ice for the beer? What time ya wanna get up? ... God, 7 a.m. already? Why the hell don't they schedule the business meeting for 9 or 10 instead of 8? You got a headache, too? Ya gonna vote for Casper? Ya gonna go to Hershey? Ya think St. Louis really woulda sent Keithline to Mexico? What's a tontine? Think they'll have a Tontine 2? Wadda ya think about Moermond and Butterbaugh on the board? Ya think convention sites should be voted on by conventioners? No reason to change convention dates, is there? That guy must have spent a bundle for the Oly test cans, huh? Ya got any aspirins? When it's over, wanna get something to eat? Think the same cook is on? ... How about a beer before we head for the trading floor? Wadda ya takin? Think they'll trade today? Where's the elevator? How ya gonna get that cart up the ramp? You ain't gonna bring that thing next year, are ya? ... Crowded, huh? Gonna walk or sit? Ya need a plain Export? Got that in better shape buddy? I can see where the bullet went in, where'd it come out? That a tough can? Where'd ya get that one? Can I buy ya a beer? Is there a doctor in the house? Good tradin today, huh? Will ya watch my cart while I get my commemorative can? Neat, huh? Ya seen the displays yet? Wanna leave and get ready for tonight? ...

Where's the elevator? I'll get the beer, you get some ice, OK? Ya tradin? Can I get some patches? Where's the aspirin? Ready to go; got your banquet ticket? ... Big place, huh? Ya save us a table? Ya wanna get eight beers while you're gettin? Grab the butter off the other table, will ya? Good rolls, huh? What the hell did they do to the steak? Wadda ya mean, no sour cream? Why don't ya grab eight beers before they close the bar? Bill Henderson as VP and Herb Scharz as Treasurer, huh? Ya think Curt'll quit now that North Star got 1st for best chapter display and 1st for overall display? Did you vote for Cady as collector of the year? Export had to be can of the year, right? Wanna head back and open our hospitality room? ... Where's the elevator? Wanna open two? Will ya get the door? Hey, who's that with ya? Wanna beer? OK, who spilled the beer on my bed? Who called the cops? Wadda ya mean close it down, it's only 1:30, ain't it? Ya wanna load up tonight? What time ya wanna leave? ... Geez, is it 7 already? Which way to the freeway? Wanna beer? You gotta go again? Where we gonna eat? We almost home? ... That's your house, ain't it? You finally decided to come home, huh? You look terrible, what happened? Hi, dad, wanna beer? Could I have an aspirin instead, son? Wanna turn in early, hon? Wadda ya mean, you're gonna sleep upstairs tonight? What headache? And still to come? ... Hey, wanna come over tonight and see the pictures I took at KC? What pictures? C'mon in, wanna beer? Ready to see em? How'd you get THAT picture of me? How much you want for it? My trade stock, too? Wadda go to Milwaukee next year? With half my collection gone and all my trade stock gone, why should I? Well, ya gonna go? Why not, but no pictures, OK?



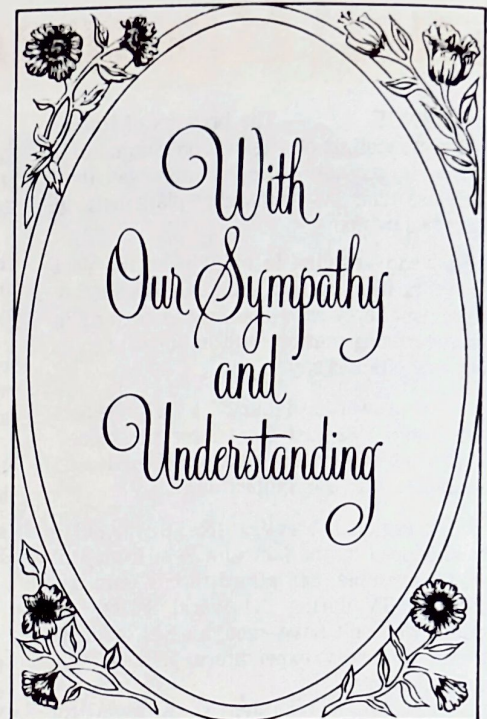
King vs. Sedley (1663) was the first known conviction for obscenity. Sir Charles Sedley (left) got drunk, climbed up a balcony, disrobed, made a profane speech and poured onto the crowd below. He was jailed for breaking the peace, but the conviction is considered the first obscenity case because it showed that common law in the absence of statute could penalize conduct offensive to the public.

THE TRUTH.

This clipping was in a rather famous, but racy magazine, in their December issue. Now what possibly purpose does it have in the BCCA report, you might ask? Well, look closely at the picture, and read close at the first 3 words. Then go down and look at your King Snedley's can. Do you note anything peculiar? Is this where the original can idea came from? Will we ever know? ?????????????????????????????????

FOR THOSE of you who have nver been to a Convention, this super article from the North Star News sez it all, and then-some. There might be a few minor changes per each individual member, but nothing to drastic.

This is reprinted with no ones permission..



Dear Sirs,

We are sorry to hear that Billy Allan has sent for his membership. He is wierd, and an insult to beer can collecting.

The sorrow in your heart
We cannot truly share,
But may it comfort you to know
We understand and care.

Sincerely,

Bob Brown

#12,793,

and

John Weider
#12242

Heh heh heh. The BCCA office was the proud recipient of this card. Its probably the first time that they got a Fair Warning.

~~~~~  
Speaking of Fair Warnings, why doesn't sum-one update the list in the want ad bulletin. Most of those people are probably dead by now!



# CANVERSATIONS WITH THE BERGMEISTER 799

## BRICKSKELLAR B.S.

For those of you who were scared to death that you would never, ever, get a Texas Red wolf can to complete your set of Bricksellar's (a rip off in itself) fret no more. Good ol' Pittsburgh Brewing, after a bit of pressure was applied, some of it from the BCCA office itself, will be or has already issued 40,000 more of the endangered Red Wolf. Put your billfolds away, gang.

\*\*\*\*\*  
From Dick Rausche, #526.. "Rumor has it that Miller is also suing 2 potato chip companies for use of the word light. & also many manufacturers of "light" bulbs.

\*\*\*\*\*  
Dan Reitz reports that light beer is really only a can filled  $\frac{1}{2}$  of the way. We personally feel that Dan's head is a light, too.

\*\*\*\*\*  
WILL the couple from Louisiana or thereabouts that collect only cans with horses on them please contact me. I can't find my notes.....

## FLEETWOOD MAC DEPT.

Rumor has it, says Ron Greenblatt, #1875, that next years Bill Christensen award of excellence for a News Report \*\*\* will be a Milwaukee Premium cone top.

## DUMPERS

As usual, we got an overwhelming response in our efforts to find out what kind of weird goodies you have excavated whilst dumping. The mail box just overflowed day after day, and below, you will see items from every person who sent something in.... Charles Bacon, #8941.. "the usual assortment of beasties, newts, ants etc.; a \$20 bill, silverware, pots, pans, tea-kettles, waterfalls(?) and enough loose bricks and cin-der blocks to finish my patio!" Ron Greenblatt..again... but we can't really say what Ron

found, this being a family publication and all. If your curious and over 18, write to Ron to find out.

Alan Birdsell, #14065... seems he and Ted Wright, #13410, and found some different types of cans. Cans of Gunpowder. They reported to the sheriff in a nearby town, and it turned out to be hot gun powder stolen from a powder magazine that belonged to a sporting goods store.



YOU CAN HAVE YOUR CAN AND EAT IT, TOO.

The pictured delicacy was presented to Barry Gordon, #4983 by his wife, Marilyn, when Barry had his 4983rd birthday recently. It was slightly larger than a gallon (can) it is in full color with lotsa detail, and raspberry filled. Barry sez... "It kept sliding off the shelf, so I just went ahead and ate it!"

\*\*\*\*\*

THIS is an actual editorial which appeared in the editorial page of the Rocky Mountain News (Denver's A.M. newspaper) recently. We just wanna know where to get some of that Death Valley Pilsener!!!

## Driven to drink

MAYBE SOMEBODY should be worrying about this new compulsion among small fry to collect empty beer cans.

Instead of lining their walls with dog-eared books, thousands of 12-year-old boys are now combing the gutters for empty cans of Olde Frothingshlosh or Death Valley Pilsener or something equally obscure.

What would grandmother say if she knew that little Matthew were falling off to sleep in a sea of dead soldiers each night?

More to the point, what can a father say when junior insists that he go out and drink a few beers - and bring back the cans?

It's a terrible situation, plainly, and we think something should be done about it before it's too late.

KEN SCHNEIDER, #849 recently took a vacation to Texas. Going to Texas on a vacation is strange enough, but Ken also made a little side trip in Tx. to a place called Luckenbach. Says he had a hell of a time finding it. But after some help, it was found to exist. Ken reports that beer is cheap, 40¢ for a national brand, 35¢ for Pearl, and that it is nothing more than a bar with some gas pumps. Schneider sez... "Man, the place was a dive, but Ida loved to dove under that bar building. The only thing he would have probably found would have been Pee Wee Weiss.

Sorry, Rolfe, I can't be nice ALL the time.

\*\*\*\*\*

Would you send me PHOENIX, TALLY HO, FALLS VELVET, NATIONAL ALE, PARK, PAPER PRIMO, SOUL MALT LIQUOR, CONN. RANKEE and OLD GOLD. I will send you 9 of my best locals.

THANK YOU,

ST. LOUIS, MO. 63103



P.S. PLEASE TRADE!

Merk Farguson, #5836, or is it Mark Ferguson... A rosary, an extremely large bra (Christi Anderson, have you ever been in Huntington, W. Va.?) and a full 6 pak of Miller's. Needless to say after that latter big find, Merk didn't do no mo' dumpin' that day.

\*\*\*\*\*

## SPECIALISTS

Some of the more common things overheard at KC were about specializing. Like, "Do you specialize in Cones?" Etc. Etc. Seems to be quite the fad in our fad.

\*\*\*\*\*

An item from Phil Popy-etc. #481. Seems he got this note from a person. Seems Phil is advertising a bunch of cans somewhere that he will trade for Chicago cans that he needs, which are few and far between, anyway. The funny thing about it is that Phil made the person one heck of a deal.





## Convention VII Commemorative Can

The official can available  
only to members who did not  
receive one at the national  
convention. (1 only per member)  
Only 5,000 manufactured!

---

### A Message From Your Editor

The growth of the BCCA has enabled me as Editor to receive from you the membership a "ton" of material for consideration. This is great. The more and better material we receive the better our News Reports.

However, this volumn of mail does create one large problem. I am unable to respond to only a few of your personnal letters. Thanks to each of you who have participated in the past. I look forward to 1978 with great anticipation.

Happy New Year  
Lonnie Smith #99, Editor

---

Please remember all News Report correspondence goes to:  
BCCA News Report  
7100 Broadway Bldg. 6-E  
Denver, Colorado 80221

All materials must be in the editor's hands by the following  
dates for consideration.

#### ISSUE

Jan. 13  
March 10  
May 12  
July 14  
Sept. 23  
Nov. 10

#### DEADLINE

March - April  
May - June  
July - August  
Sept. - Oct.  
Nov. - Dec.  
Jan. - Feb.



---

Beer Can  
Collectors  
of America

TO:

Second-class postage paid  
at Fenton, Missouri and  
additional mailing offices.

